

CHEMIST & DRUGGIST

The newsworthy for pharmacy

a Benn publication

May 16 1981

Search starts
for the 1981
C&D Chemist
Assistant
of the Year

NPA seeks
evidence on
leap - frogging

SMA presses
for salaried
service

Mintel predict
bright future
for chemists

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CHEMIST & DRUGGIST

Incorporating Retail Chemist

May 16 1981

Volume 215 No. 5268
122nd year of publication
ISSN 0009-3033

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Published Saturdays
by Benn Publications Ltd
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125 High Street, Colliers Wood
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Telephone: 01-542 8575
Subscription:
Home £37 per annum
Overseas & Eire £46 per annum
including postage
75p per copy (postage extra)

Regional advertisements offices:
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COMMENT

Due reward

It has become obvious during the course of the first two C&D Chemist Assistant of the Year Competitions that behind every good assistant is a progressive and professional pharmacist—and, of course, a pharmacy highly respected in its community. Personality, aptitude and dedication are essential ingredients, naturally, but to turn those qualities into the knowledgeable and caring member of staff we are looking for in our title-holder requires training and the right environment.

C&D and NPA Products, joint sponsors of the Competition, have therefore decided this year to recognise the work that is put into training by awarding a special new prize of a Sony C7 video recorder, worth over £600, to the pharmacist whose assistant wins the grand final. The assistant herself—or will it be himself as in 1980?—will again take away a prize of £1,000, with £500 and £250 for the second and third runners-up respectively.

Once again the Competition will be organised on the basis of regional heats under the auspices of Independent Chemists Marketing Ltd member wholesalers where first, second and third prizes of £100, £50 and £25 can be won. There is also a special prize of £20 for the leading assistant aged 19 or under on June 30, the closing date for entries. And to encourage new entrants, 1980's regional winners are being asked to give this year a miss—though they will be welcome to try again in a future Competition.

East year we ask finalists why they entered the Competition, and invariably it's because their pharmacist was proud enough of their abilities to put them forward—they're a modest lot themselves. So if you are equally proud of your assistants, give them the opportunity and encouragement to test



their strengths.

The first step is to suggest they complete the entry form inserted into this issue—at the very least they'll receive a souvenir pen and a place in the competition draw for a Sony portable television, and they may prove your assessment right and be on route for that £1,000 jackpot. If you have the good fortune to employ more than one top-line assistant, contact ICML, Warminster, or your local ICML wholesaler for additional entry forms. ■

NPA surveys effect of 'leapfrogging'

NPA Board members are to carry out a survey of "leapfrogging". They are to discover, in their own areas, communities that have lost a pharmacy and to send details to head office where such deprivation had resulted from "leapfrogging".

The decision followed a meeting with representatives of the Pharmaceutical Society, Company Chemists' Association and Co-operative Pharmacy Technical Panel on March 27. The Board accepted that representations to the Government must be on the basis of the public interest rather than the interest of pharmacists whose businesses might be adversely affected by leapfrogging. ■

Call for new laws on bargain offers

The National Pharmaceutical Association has come out in favour of new legislation to cover bargain offers, in response to a review of the law being carried out by the Office of Fair Trading.

The OFT requested comments on The Price Marking (Bargain Offers) Order in March, and in a letter of response to Gordon Borrie, director general of the OFT, Tim Astill, deputy secretary NPA, supports an option in the consultation paper which allows the enactment of "new primary legislation."

He says that the consumer has been faced with increasing confusion over claims about bargains and special offers, which has not benefited the consumer, but on the contrary had an adverse effect: "Retailing generally has come to be ruled by the 'volume

gospel" as a result of which the big get bigger and the small go out of business. . . . The fall in general profit margins that has resulted from the activities of the so called "mass merchandisers" has resulted in many specialist retailers and other smaller businesses disappearing or being unable to provide the level of after sales service that used to be such a matter of justifiable pride in this nation of shopkeepers."

The letter continues that piecemeal legislation is not the answer, and in the absence of a return to the "sanity and stability" of resale price maintenance—"we are sufficiently realistic to understand the political difficulties that would be inherent in a move of that kind"—a fresh start with simplified legislation providing for limited forms of bargain offer comparison is called for. The option the NPA has plumped for would allow, for example:

" . . . only comparisons with a trader's own previous price at that location, including reversal of the burden of proof and banning all comparisons (including with RRP's) not allowed in the primary legislation."

The review is being carried out at the request of Mrs Sally Oppenheim,

Minister for Consumer Affairs, following criticisms that the Order is, in part, obscure and contains loopholes. The OFT hopes to present its report by the end of the summer. ■

Scholarships for practice research

The Pharmaceutical Society is to establish one or more annual scholarships to support research into the practice of pharmacy, using income that has become available from a trust fund.

The Society's Council heard at this month's meeting that the Galen trust was set up in the will of the late Rowland Henry Williams, of Holyhead, who died in 1950. The income from the trust has become available following the recent death of Mr Williams's nephew. In awarding scholarships, preference will be given to pharmacists living in the former counties of Anglesey, Caernarvon, Denby and Flint, referred to in the trust and now, with Merioneth, incorporated into the new counties of Gwynedd and Clwyd.

□ The Society's recommended method of pricing private prescriptions has been revised and new pricing cards will be distributed to pharmacies soon. The main charge is the increase of the £0.75 fee for preparations dispensed extemporaneously to £1, with other fees being increased pro rata. ■

The first of the qualifying rounds in the Numark chemist national golf tournament for the Beecham trophy was held at Harrogate for Numark wholesalers and members. First prize was won by Mr Harry Reynolds of Skellow, near Doncaster (second left). Mr Keith Midgley from Rawdon, near Leeds (left) came second, third place went to Bleasdale customer Mr Denis Corlass (extreme right) and fourth was BCA customer, Mr Ian Summersgill, who won a hip flask and half a dozen golf balls.



SMA presses for salaried service

The pharmaceutical service should be run as a salaried service, fully incorporated in the NHS, resulting in a greatly improved service for patients and providing the opportunity for close collaboration between pharmacists and other health workers.

That view is expounded by the pharmacy group of the Socialist Medical Association in a pamphlet on Pharmacy within the NHS, published this week. "A salaried service would provide the retail pharmacist with a proper career structure and encourage the development of patient-care skills," the authors say. The SMA hopes the pamphlet will promote discussion in parallel with that stimulated by the PSNC's "Chemist's Charter involving a new NHS contract."

The short term proposals include:

- ☐ Support for a policy of rational location of pharmacies, to avoid "leapfrogging" and ensure the provision of adequate services in rural districts.
- ☐ Provision of a pharmacy in all health centres. At present 1 in 5 provides a "pharmaceutical service", and only a quarter are staffed by pharmacists.
- ☐ Patients to be registered with a single pharmacy and full medication records to be maintained there.
- ☐ The setting up of drug information centres, similar to the specialised type



"Since he's got his PIP code my telephone bill's shot up."

in hospitals, for giving "unbiased information to general practitioners."

- ☐ Establishing a domiciliary pharmaceutical service for the housebound.
- ☐ Limiting the number of prescriptions that can be dispensed by a pharmacist working an eight-hour day, 5½ day week, to 20,000 after which a second pharmacist must be employed and an allowance given. Greater use of trained technicians for routine work.
- ☐ Provision of a complete after-hours service by groups of pharmacists in a locality.

The pamphlet also makes comments on existing services provided by hospital pharmacists; manufacturing, quality assurance, dispensing cover "after-hours" and ward pharmacy and makes suggestions for their extension and improvement. "Time for change", "Socialist Medical Association, 9 Poland Street, London W1V 3DG. ■

and sealing samples, which safeguard pharmacists' interests.

These "fundamental difficulties and problems" were detailed in a reply to questions from the Gwynedd Local Pharmaceutical Committee handed in at the LPC conference on March 8. Dr Vaughan hopes to make an offer on property costs to the PSNC in the near future. The "extreme technical nature and variety of interpretations possible", has resulted in the claim remaining unresolved since 1973. ■

AV presentation

A tape/slide presentation on "Over-the counter pharmacy" is now available to pharmacists to show at careers evenings, public relations events or other meetings.

The programme shows the role of the pharmacist; historical, legal and practical aspects of pharmacy; and the importance of the pharmacist in the health care team. It was produced by Winpharm for a joint reception for representatives of major local bodies and Press, organised by the Epsom, Croydon, Thames Valley and West Surrey Branches of the Pharmaceutical Society. Numerous requests to borrow the presentation have led to Winpharm's offer to make it available on free loan to all pharmacists. Script books containing the text and photographs of the slides have been sent to all the Society's branch secretaries.

The presentation contains 50 35mm slides and lasts 15 minutes. The sound track is a pulsed standard audio cassette to synchronise slide changes; slides are normally pre-loaded in a Kodak carousel magazine suitable for showing on a Kodak or Caramate type projector. The presentation can also be shown manually with a slide projector and cassette player. In case of difficulty, Winpharm can supply the appropriate machine on free loan. Details from Denise Caruthers, Winpharm, Sterling-Winthrop House, Surbiton-Upon-Thames, Surrey KT6 4PH. ■

Fined for unsupervised dispensing

The principal shareholder of a pharmacy at Kingsway, West Wickham, Kent, supplied drugs on prescription one weekend last August, although he himself was not a pharmacist and was not, at the time, supervised by a qualified pharmacist.

It was a service he was giving the public while the pharmacist was not on duty, Mr H. Ramnarine told Bromley Magistrates on April 24.

On behalf of the company, W. Lloyd Davies Ltd, Mr Ramnarine pleaded guilty to nine offences of unlawfully supplying drugs without the supervision of a pharmacist.

The principal shareholder and director of the company, Mr Ramedo Paul Naraine, of Kingsway, West Wickham, pleaded guilty to consenting to, conniving at, or failing to prevent the supply of the drugs. The company and Mr Naraine were each fined £450 and each ordered to pay £200 costs.

Prosecuting, Miss Katrina Wingfield said the offences were discovered in a routine check by a Pharmaceutical Society inspector. Some of the prescriptions included penicillin and a barbiturate, she said, and one was for a baby. Mr Ramnarine said the prescriptions did not involve the mixing of drugs, and Naraine only needed to count tablets or measure syrup. ■

On no, minister

Dr Gerard Vaughan, Minister of Health, says that it is not practical to devise a drug testing scheme for dispensing doctors because written prescriptions would not necessarily be available for comparison. Also the doctor is less likely than the pharmacist to be available without notice to verify particulars and take part in the joint procedures for ascertaining quantities

Bright future for chemists who build on secure NHS base

"The future for all retail chemists ought to be 'bright'" says the Mintel research organisation in a major review on the state of the chemist and drugstore market.

Mintel consumer research (carried out in January of this year among a representative sample of 1,034 adults) has revealed that the public recognises the specialised expertise and service that chemists offer. "The trust that the chemist's customers place in him and his position as a dispenser of medicines makes his relationship with his customer unique. This ought to give the retailer ample scope to develop a successful business in his non-pharmacy merchandise."

Customer flow

The research showed that 17 per cent of respondents had visited a chemist other than Boots (in this context Mintel uses "chemist" to include drug stores) in the previous week—21 per cent of women and 12 per cent of men. The highest proportions were found in the 25-34 age group and in the AB socio-economic band. However, from the same sample no less than 41 per cent had visited Boots the previous week—50 per cent of women and 32 per cent of men.

There was, however, considerable difference between the respondents' reasons for visiting Boots and non-Boots chemists. In the case of non-Boots "helpful staff" came easily at the top of the list and figured in the three attributes recorded by 80 per cent of the women sample. "Value for money" came only half-way up the list, at 20 per cent overall. Mintel comment: "The research leaves no doubt that it is the knowledge, expertise and advice of the pharmacist and his staff which is the most highly valued by consumers".

Boots are credited with some 40-43 per cent of total chemists' turnover and "value for money" came clearly into the top three of their attributes (42 per cent of all respondents) with "clean and hygienic" and "wide range of goods" as the other leading criteria. For Boots "helpful staff" fell half way down the list, at 24 per cent.

Noting the very high proportion of women who visit Boots, Mintel point out that their earlier research has shown that only 31 per cent of a similar sample had visited a Marks & Spencer "which puts into sharp perspective the success of Boots in attracting the consumer into their shops".

It is concluded that Boots' success has been achieved by adding a broad selection of compatible merchandise to their range without sacrificing the traditional attributes usually associated with independent chemists. "Boots are almost certainly the most frequently visited retail chain in Britain".

Despite the chemist's potential for building success upon a secure NHS base, Mintel find that chemists in general are falling far behind other retailers on counter turnover.

Excluding Boots, and taking 1976 as 100, non-NHS sales 1980 stood at an index of 140 whereas sales through all retailers were at a comparable index of 160. However, NHS sales for chemists were at an index of 207 by 1980, giving a combined NHS and non-NHS index of 174.

Chemists' most important product sector outside the NHS is in proprietary medicines, in which they account for 70 per cent of all sales. Breaking the market down Mintel quote Independent Market Chemists Ltd for chemists' shares ranging from 50 per cent of indigestion remedy sales, and 55 of analgesics and mouthwashes, to 100 per cent of sales in markets such as multiple-symptom cold remedies, anti-diarrhoeals, travel sickness remedies etc.

Chemist 'magnets'

Taking legal controls and resale price maintenance into account, Mintel say that chemists will remain the dominant source of purchase for proprietary medicines which "along with the dispensary act as a magnet, giving the retailer the opportunity to make impulse sales of his other goods".

Looking at other sectors, the report says sales of cosmetics through chemists are worth around £122m, representing 21 per cent of non-NHS income. And despite the competition, toiletry sales are still worth around £140m. Photographic sales Mintel estimate at around £60m (half the total market) for equipment with a further £40m from processing and film sales.

In a separate study of Boots, the report breaks their sales down as follows: around 38 per cent of chemist goods (including about 16 per cent of sales accounted for by NHS), 35 per cent beauty and fashion (including cosmetics, toiletries and jewellery), 20 per cent leisure and 7 per cent home.

A further section of the report gives financial ratios for Booker Pharmaceuticals, Boots, E. Moss,

Savory & Moore, Superdrug and Underwoods.

Looking to the future, Mintel find that the pharmacy role promotes customer traffic, making chemists the busiest shops in the retail trade. "Since persuading consumers to enter the shop is at the heart of successful retailing this is clearly a very valuable asset. However, many pharmacists, particularly the independent ones, have little experience of retailing or business practices and quickly fall into a spiral whereby each year dispensing takes a larger slice of their business. It is this kind of chemist that is vulnerable and is likely to be under increasing pressure as trading conditions become harder".

The report appears in *Mintel Retail Intelligence*, a quarterly publication available on subscription (£350 a year) from Mintel Publications Ltd, 20 Buckingham Street, WC2N 6EE. ■

Consumer spending expected to fall

Consumer spending is projected to fall by about 0.75 per cent this year and to show a very slight recovery in 1982 followed by a period of no change in 1983. Only in 1984 and 1985 does a period of modest growth emerge, says the Economist Intelligence Unit. Total growth in consumer spending is now put at less than 4 per cent over the entire 1980-1985 period.

In the latest issue of *Retail Business*, EIU says the prospects for real incomes and consumer spending now seem considerably worse than those anticipated in last review. Two main reasons are given. Firstly, real incomes and consumer spending held up better in 1980 than seemed likely, and this implies that growth will be lower this year. Secondly consumer spending was hardly hit in the budget.

The review also dispels the idea that buoyant retail sales for the early part of this year indicate a recovery in prospects, saying that in their view, they reflect a temporary fillip.

Co-ops study

In the same publication, a review of Co-operative societies says the number of outlets has continued to fall—now down to 9,500 in 1979 from 10,200 in 1978. The number of pharmacy and drug store outlets fell to 446 in 1979 from 449 in the previous year, and 606 in 1973.

The pace of mergers has also increased, including the largest merger to date when the London Co-op and CRS united earlier this year. Total sales for this year are estimated to be 7½ per cent up at £3,935 million. ■

By Xrayser

Other area boards are currently looking into monthly payments, but East Midlands are the only one with an established scheme at the present. A voluntary pilot scheme for private consumers, in the southern region, was abandoned because the take-up rate was so low. ■

Rural pharmacists

The Government has no plans to change the pay structure currently operating for rural pharmacists and doctors. A written question directed at the Secretary for Social Services by Dr Roger Thomas (Labour, Carmarthen) last week, asked if he would seek to institute a "different and more favourable" pay structure for rural doctors and pharmacists.

Dr Vaughan replied that they had no intention to do so, because of the schemes already operating to support doctors and pharmacists in rural areas. (See also p951.) ■

Pharmacy closures

Figures for April show a net gain of two pharmacies in England, Scotland and Wales. There were net gains of three and two in England and London and in Scotland and Wales net losses of one and two respectively. ■

People

Dr T. D. Whittet, CBE, FPS, has been elected president of the history of medicine section of the Royal Society of Medicine, the first pharmacist to hold the office in the 60 years of the section's existence. ■

Deaths

Thurgar. On May 3, Mr Harry Robert Thurgar of Great Missenden, Bucks. Mr Thurgar registered in 1920. ■

News in brief

■ Chemists and appliance suppliers in Scotland dispensed 2,898,000 prescriptions in November 1980 at a gross average cost of £3.34. In December 1980 they dispensed 2,933,000 at a gross average cost of £3.73.

■ Chemists and appliance suppliers in Northern Ireland in January dispensed 1,113,911 prescriptions (692,463 forms) at a gross cost of £3,853,759 with an average cost of £3.46 each. In February they dispensed 1,044,285 prescriptions (647,399 forms) as a gross cost of £3,593,168, average £3.44. ■

Spring fever

The blossom is out in my garden, and where they have not been beaten down by the rain, wind and snow, a few bluebells shyly push their tender heads into the fragrant air—to be trodden on by a couple of blackbirds rushing to and fro establishing territorial rights.

But never mind the weather, it's May and time for taking a fresh look at things, taking new brooms and sweeping things clean. The first to be looked at was the list of candidates for the Society's Council. All solid decent pharmacists worthy of my vote. Bit of a problem here—I don't know any of them well. Nevertheless, I took pen to voting paper and wrote down some numbers thinking that although this is democracy it's a pretty poor look-out if everyone is like me and can only form an opinion from a half-hour read of a seven-page pamphlet.

The next thing to examine was my buying. My stock figures have just come in and show too much stock, due to a surfeit of "offers" from the four wholesalers I find I now deal with. (It could easily be five or even six if I let the need to carry the widest possible range become too important), I have put off making the distasteful decision for too long, but have decided to close the account with the most distant supplier on the uncomplicated grounds that local suppliers are more easily dealt with even when, as in this case, their terms are not so good as their competitors.

I never thought I would be able to turn down an extra £400-500 discount annually with so little sense of loss. Money, I discover, is not everything, for the complications of extra phone calls, extra deliveries and extra paper work are just not worth it. Not only that, there was a constant effort to tie me into schemes in such a way that my ability to buy elsewhere was affected by the thought that the benefits from their deal would be negated if I did.

Situations vacant

Position on panel to review, in an absolutely fair unbiased manner, all the factors, arguments and counter arguments raised in the chronic dispute between the DHSS and the PSNC. To listen to a sorry tale of harassment, prevarication and frustration, given and endured, and from its telling, profusely

illustrated with reams of detailed and accurate documents, and bearing in mind inflation, flatulence, turbulence and procrastination to arrive at recommendations which may possibly be used if it suits the Government, as a basis for an offer of settlement. Salary: Nil. Prestige: Nil. Takers? None, except one as chairman and then only for one year in a post which by its nature almost demands a three year tenure. Who loves you, baby?

New stocks

After the pre-Christmas debacle with Olympus Trips and Polaroid I have to admit a certain lethargy overtook my interest in that department; yet, without my noticing it, I suddenly find I have hardly any stock left, except a few Polaroid 1000s—probably unsaleable now with the introduction of a yet cheaper model to be known affectionately as the Button, but which sadly my shelves are unlikely to hold. I shall cherish a recent "road test" on the camera to show prospective customers and so trade them up to the 1000 until stocks are cleared for good.

I've still a few of the cheaper Kodaks but never seem to have much success with them, probably because I can buy Halina and Agfa models which offer a great deal to customers for considerably less money. What is more, I have had no returns with any of them over the past five years. When you consider the sophistication of these modern cameras—automatic shutter and iris control, built-in flash, easy to load, easy to see through, tough, pocketable, virtually guaranteeing perfectly exposed photographs—you can't help reflecting what incredible value they are when compared with the offerings of twenty years ago for the same money. If indexed up to date they would now cost upwards of £100 instead of the £16 to £20 we paid, then. ■

A £14 million budget including four big new grants is offered by the DITB for 1981-82.

Youth employment opportunities are a pressing national need and we will be encouraging the distributive industry to play its part with the New Entrant Traineeship Scheme and the Premium Grant Scheme.

Good buying is the basis of good business and we aim to raise standards as well as provide for the industry's future needs with our new Key Grant for Training to Buy.

New for '81-'82 Premium Grant Scheme

Aided by 2000 grants of £1,500, this scheme is intended to encourage recruitment and training of young people between 16 and 19 particularly in occupations where there are no standards generally recognised throughout the industry.

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DITB offers to boost jobs youth opp

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New for '81-'82

Key Training Grant for Training to Buy

In addition to 300 grants of up to £2,500 for the training of recently appointed and prospective buyers, a further 1,500 grants of £165 are also available for the development of established buyers. The intention is to encourage systematic training enabling buyers to be aware of the firm's market, negotiate with suppliers' representatives, and know the legal constraints upon buyers and sellers in the distribution industry.

New for '81-'82

New Entrant Traineeship Scheme

Aided by 1000 grants of up to £2,240 this scheme is intended to establish training standards for new entrants and to provide a common base for further training.

It is also designed to encourage recruitment of young people between 16 and 25 who do not have academic qualifications beyond A-level.

It is hoped that eventually all new recruits to the industry will go through the scheme.

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Manufacturers criticised for reformulating OTC medicines

The National Pharmaceutical Association deprecates any increase in length of the General Sales List, whether as a result of a change in formulation or otherwise.

At the NPA's Board of Management meeting on April 28, members cited recent examples of proprietary medicines reformulated to escape the pharmacy-only classification including Anusol ointment, Anthisan cream and Brolene eye ointment.

The Board agreed that although there could always be dangers for patients when manufacturers changed the formulation of medicines, such changes were sometimes unavoidable where new evidence came to light about possible side-effects, interactions, etc. It was accepted that some manufacturers had been changing formulations, but it was pointed out that May and Baker and Warner/Parke-Davis had recently been making a special effort to promote their OTC medicines through pharmacies. Approaches are to be made to the relevant manufacturers seeking their comments about the changes in classification in the light of declared NPA policy. A list would be published of those OTC medicines of which the formula and/or legal classification had changed during the preceding six months.

■ Appropriate representations would be made on two new Directives proposed by the EEC Commission which would permit the mutual recognition of diplomas and lead to the free movement of pharmacists and give the right of establishment of pharmacies.

Policy seminars

■ The NPA is to hold a series of one-day seminar/conferences at Mallinson House to which branch secretaries would be invited. The sessions will provide an opportunity for the NPA to explain its current policies, report on recent Board meetings and for secretaries to have informal discussions with Mallinson House Staff.

■ At its next meeting on May 19 the Board is to consider the advantages of re-activating the NPA's rural area sub-committee.

■ It was noted that the arrangements made by the PSNC for individual

pharmacist contractors, inconvenienced by non-payment of VAT, appeared to be working satisfactorily.

■ The National Chamber of Trade would be reminded of NPA policy that there should be no general increase in permitted shops' hours and that pharmacists were already often required by law to open on Sundays.

■ The Board considered the declared pricing policies of the major proprietary medicine manufacturers, then decided to make representations to Optrex about the low level of retail profit margin allowed by their pricing structure.

■ UG Closures & Plastics Ltd reported an excellent response from members to the publicity about the advantages of using Clic-loc closures. Subsequent supplies of free user instruction letters would be available at £0.85 (trade) for 250.

■ The NPA would be supporting manufacturers in objecting to a 900 per cent increase in stamping charges on weighing equipment.

Electricity board 'heavy-handed'?

The National Pharmaceutical Association has written to the Office of Fair Trading asking them to take action against an electricity board which has adopted a "heavy handed attitude" towards one of its members.

A pharmacist from Lincolnshire has been told by the East Midlands Electricity Board that his account must now be paid monthly, instead of quarterly. While he has no objection to this in principle, a problem has arisen over how often the meter should be read. The board will only read the meter once a quarter, with intermediate bills based on estimated consumption. The pharmacist's objection lies in a varying consumption depending on what the weather is like, and although he has offered to read the meter himself each month and inform the board of the correct reading, Mr Astill writes that the board's response was to "demand payment of the accounts on pain of disconnection within 48 hours".

Mr Cliff Boreham, secretary of the East Midlands Consultative Council, told *C&D* that the scheme was introduced some months ago and

■ The NPA is to advise members to keep records or carbon copies of orders taken verbally and inform the NPA of any specific examples of "declaring" orders, so that appropriate action can be taken with the supplier.

■ Mr T. Parkinson of the Distributive Industries Training Board announced that he had received approval to run a pilot scheme for 16 training groups (one in each DITB region and across all retailers) in the current financial year. This would allow the DITB to pay an honorarium of up to £600 to each group organiser. Early application is advised. Mr Parkinson is now a member of the NPA's training sub-committee.

■ Mr Ian McDougall (Glasgow) reported that the Joint NPA Scottish Pharmaceutical Federation reception given for students at the BPSA annual conference had been highly successful.

■ Among others matters discussed during the meeting were the advantages of selling health foods, a recent Parliamentary question on "defective" medicines, pharmaceutical advisory machinery, current techniques of shelf merchandising, Birmingham "consumer week", income tax stock relief, the latest computer developments in pharmacy and the PIP code. ■

a number of representations about the matter had been received. However, under the terms of tariff, the board are entitled to bill consumers at monthly intervals, and they intended to carry on with this practice. He said the scheme had been introduced to make administrative savings and improve the cash flow of the board.

He also expressed surprise that the board had not accepted the complainants offer to read the meter himself—a point taken up by a spokesman for the Electricity Council, who said the matter would normally be discussed between the consumer and the board, with the relevant consultative council arbitrating in any unresolved disputes. The council also said that no-one could be cut-off without a meter reading being taken.

Various methods of calculating payment may be used—including an estimation based on the whole of the previous years consumption paid in equal amounts each month—thus "flattening out" cash flow for both consumer and board. Any discrepancies may be corrected during the year. *Continued opposite*

Addition of beauty massage to Clairol range

Clairol have launched a beauty massage (£12.00) with four attachments—a body relaxer, hip and thigh massager, scalp stimulator and facial freshener. The massage has two settings, one for a gentle massage and the other for a deeper more powerful massage, and is a mains operated appliance coloured in fresh green. *Bristol-Myers Co Ltd, Langley, Slough.* ■

Lacto-calamine promotion

Lacto-calamine is to be promoted through consumer journals this year. The holiday season campaign runs from June through to the end of August in *Jackie* and *19* to attract the younger end of the market and *Family Circle* and *Mother* to reach its traditional sector of mothers with babies and small children. *Kirby-Warrick Pharmaceuticals Ltd, Mildenhall, Suffolk.* ■

Holiday closing

Kirby-Warrick Pharmaceuticals will be closed from Monday May 25 until Friday May 29 (both dates inclusive) for their annual shutdown. Orders received during that week will be processed as soon as the company re-opens. *Kirby-Warrick Pharmaceuticals Ltd, Bury St Edmunds, Suffolk IP28 7AX.* ■

Food for thought

Thousands of Jordan toothbrushes will be given out to children visiting Happy Eater restaurants during the Whitsun holiday.

The promotion is announced at the start of the British Dental Health Foundation's "National smile week", organised to bring the importance of dental care home to children and parents alike. The scheme will run in all of the groups 22 restaurants sited alongside main trunk roads throughout the south and Midlands.

Happy Eater plan to offer the toothbrushes to children on presentation of a clean plate at the

end of a meal. The scheme will be announced with a special issue of the Happy Eater comic, posters in the restaurants and Jordan POS material. A dental health leaflet prepared by Jordan and including a discount voucher for use against the purchase of an adult brush will also be distributed with the brushes. *Wilkinson Sword Ltd, Sword House, High Wycombe, Bucks HP13 6EJ.* ■

PRESCRIPTION SPECIALITIES

Ipral reduced

From May 18 the price of Ipral tablets will be reduced (100—£4.95 trade, £8.54 retail; 500—£21 trade, £36.22 retail). *E. R. Squibb & Sons Ltd, Moreton, Merseyside L46 1QW.* ■

Amoxil sachet

Amoxil 3g sachet is now recommended in the Dental Practitioners Formulary for the oral prophylaxis of endocarditis and packaging has been amended to remove reference to "twin pack". The revised 2×3g pack (£3.44 trade) will facilitate dispensing of a 2×3g course for simple acute urinary tract infections as well as endocarditis prophylaxis. The new pack and a 10×3g pack (£17.20), will be available from May 18. *Bencard, Great West Road, Brentford, Middlesex TW8 9BE.* ■

Temgesic sublingual tablets

Buprenorphine hydrochloride is now available as a sublingual tablet and Reckitt & Colman Pharmaceutical division claim that Temgesic sublingual is the first prescription only, strong analgesic to administered by this novel route.

Good pain relief is achieved 30 to 60 minutes after dissolution and lasts at least six hours. Because it has an absent or low abuse potential, does not

cause constipation and is easily administered by both patient and nurse it is likely, say R&C, to be particularly useful in the management of chronic moderate and severe pain.

Manufacturer Reckitt & Colman Products Ltd pharmaceutical division, Dansom Lane, Kingston-upon-Hull HU8 7DS

Description Biconvex white tablets, 4.5mm diameter engraved on one side with a sword symbol, containing 0.2mg buprenorphine as hydrochloride

Indications As for Temgesic injection

Dosage Two tablets to be dissolved sublingually, every six to eight hours or as required. The tablet should not be chewed or swallowed as the efficacy will be reduced

Contraindications, etc As for the injection

Packs 50 tablets in blister packs of 10 (£6 trade)

Supply restrictions Prescription only
Issued May 1981 ■

Buscopan packs

Packs of 30 Buscopan ampoules will be available for about the next four months until stocks run out. The 10-pack is now available. *Boehringer Ingelheim Ltd, Southern Industrial Estate, Bracknell, Berks RG12 4YS.* ■

Piriton colour

Piriton tablets, Spandets and Duolets have been reformulated to remove tartrazine, and will now be a different shade of yellow. *Allen & Hanburys Ltd, Bethnal Green, London E2.* ■

Forceval in 100s

Unigreg are introducing a pack of 100 Forceval capsules (£8.07). Distributors are *Vestric Ltd, West Lane, Runcorn, Cheshire.* ■

Penotrane stocks

WB Pharmaceuticals are at present out of stock of packs of 15 Penotrane pessaries 1.5mg. These will be produced again as soon as possible, but meanwhile, adequate supplies of 60×1.5mg pessaries are available from wholesalers. *WB Pharmaceuticals Ltd, PO Box 23, Bracknell, Berks RG12 4YS.* ■

Savelox fabric plaster and dressing strip now available

After introducing Savelox Express last year, Rand Rocket are now adding fabric plasters to the Savelox range.

In an assorted pack of 16 (£0.62), each plaster comes in an "easy-open peel pack". The company are offering an outer of 24 packs free with each display stand of Savelox Express washproof plasters purchased (£28.04 trade).

A fabric dressing strip is also being introduced into the Savelox range. Available in one size only, 1m x 6cm (£0.76), it too is being offered on bonus



terms. *Rand Rocket Ltd, Algrey Estate, Sharps Way, Hitchin, Herts.* ■

Summer shadows

Powder perfection for eyes are the latest eye shadows in the Arden range described as "a powder so smooth and silky it glides on like cream". Packed in mirrored compacts of single (£3.95) double (£4.95) and triple (£5.95) tones, the eye shadows come in an aubergine case with gold graphics and will be available from August.

Also, for the price of a 60ml moisture-creme complex (£14.95) a free bodycare and eyecare concentrate is available in the Visible Difference traveller. The offer runs from June 29. *Elizabeth Arden Ltd, 13 Hanover Square, London W1.* ■

Mandelle's hot news

Junior Spacewarmer (£3.95), the latest addition to the Mandelle range of hot water bottles, is a covered bottle depicting galactic battles between spaceships and aliens. It is available in three colours, blue, lilac and fawn. *The Haffenden Moulding Co Ltd, Richborough Works, Sandwich, Kent.* ■

Colour graphics

For the eyes, cheeks and lips there is the Graffiti Summer look from Mary Quant comprising three powder eyeshadows (£2.50), two shades of powder blusher (£2.70) and four

shades of lip colour (£2.25) Colour Graphics for eyes, lips and cheeks will be available from June. *Mary Quant Cosmetics, Hook Rise South, Surbiton, Surrey.* ■

Shulton addition

Shulton have added a 50ml after shave lotion to their Blue Stratos range. It will retail at £2.50. *Shulton (Great Britain) Ltd, Trevor House, 100 Brompton Road, London SW3 1EW.* ■

Cleaning vouchers

Sterling Health has joined with Sketchley Cleaners and other dry cleaning outlets to offer customers savings on dry cleaning bills when they buy Wet Ones moist cleansing wipes.

The promotion will be available from the end of May until February 1982 on both size packs.

There will be a 50p reduction on cleaning bills of £2 and over on the 35 wipe pack, and a £1 reduction on bills of £4 and over on the 70 wipe pack. The offer will be carried on an extended front label with a voucher on the reverse side. There is no limitation on the number of vouchers redeemable per person.

Among the dry cleaners participating are Sketchleys, the Bowie Castlebank Group (Munro, Knox, Swiss and Glen), Lakeland/Pennine, Star, Silver City Cleaners and Granite City Cleaners. *Sterling Health, Surbiton, Surrey KT6 4PH.* ■

1oz range from Molinard

Molinard are adding a 1oz range to their existing Molinard de Molinard lines at the end of May. The new range comprises eau de toilette in both bottle and spray, bath oil and perfume.

Until the end of the Summer sales period in July, the 1oz eau de toilette spray will be at an introductory offer of £5.95 and comes in outers of one dozen. *Frangère Ltd, PO Box 201, Warrington, Cheshire WA1 2BT.* ■

Focus on eyes

The look for summer from Outdoor Girl is Focus on eyes, a range of matte, pearl and superpearl eye shadows. These are "single powder shadows that have been revamped" with 20 shades combining established favourites and new fashionable introductions. New shades in the matte shadow category are olive brown and hyacinth blue; violet and terracotta in the pearl shadow range and in the superpearl shadow range there are four shade additions of copper, gold, pink and mauve. All 20 shadows will be displayed in a tester bar. *Outdoor Girl Cosmetics, Gala Cosmetics and Fragrances Ltd, Cox Lane, Chessington, Surrey.* ■

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is

Airbal:	G
Alka Seltzer:	Ln, So, Sc
Anadin:	All areas
Clearasil Clearguard lotion:	We, H, B, U
Colgate Dental Cream:	All areas
Compound W:	M, Y, NE
Denim body spray:	All areas
Germolene ointment:	All except A, B, E
Hermesetas Sprinkle Sweet:	Ln
Keystone XR308:	M
Marmite:	Ln, So, A, M, We, CI
Paddi Cosifits:	All areas
Topex:	Ln
Vosene shampoo:	All areas

Haircare brands to combine

Laughton & Sons Ltd, manufacturers of the Lady Jayne range, have acquired the haircare products division of the Newey Group with effect from June 1 (see also p956).

Michael Laughton, marketing director, Lady Jayne comments: "The bringing together under the same roof of these two well known brands which are highly complimentary will lead to many advantages for both the trade and the consumer. By combining the activities of the two companies particularly in the areas of distribution, product development and advanced manufacturing techniques we anticipate being able to continue to satisfy the demands of a market that is both fashion conscious and price sensitive". *Laughton & Sons Ltd, Warstock Road, Birmingham B14 4RT.* ■

Agfa promotion

Agfa-Gevaert have launched a film and pocket camera promotion, and are supporting it with a five-month advertising campaign and new POS for windows and counters.

Extra promotional discounts are being offered as part of their promotion of Agfachrome CT18 and CT21 colour slide films, and they have produced a new CT film Valupak containing ten CT18 or CT21 films. The advertising campaign in support of CT films



includes full page colour advertisements in a range of publications in addition to the photo enthusiast Press.

The POS aids are: At the top of the picture, a new plastic banner in Agfa house colours. Beneath it are box showcards, which have been reintroduced. Also on view are the Agfachrome CT18 and CT21 colour slide film Valupak drop-feed dispenser which takes ten CT18 and ten CT21 Valupaks, Agfamatic camera plastic crowners, a counter mat, and the Agfamatic 2000 flash display. *Agfa-Gevaert Ltd, 27 Great West Road, Brentford, Middx.* ■

Repackaging for Queen Cosmetics

Queen Cosmetics have been repackaged in burgundy and white "to give the name greater impact whilst retaining the clean and semi-clinical image". The company is also launching a coloured foundation to supplement existing clear foundation creams and coloured powders. *Queen Cosmetics Ltd, 130 Wigmore Street, London W1H 0AT.* ■

J. Collis Browne's is alive and well –

AND DOING VERY NICELY THANK YOU.

The reformulation in 1977 has successfully achieved the objectives set out:-

- ★ The original Compound replaced by the new Mixture
- ★ Is now a normal pharmacy only medicine — no signature or prescription required
- ★ Previous concern of minority abuse potential now not applicable (see formula details below)
- ★ Retained efficacy and acceptability
- ★ Regained a sales growth with proper advertising support level



*Another
Guaranteed
Product
From*
**INTERNATIONAL
LABORATORIES**

Travel bag offer from Philips

Philips are introducing a free travel bag offer with every Philishave de-luxe and Philishave battery compact sold. POS material will be available to promote the offer.

Designed in black and silver, the travel bag, which folds up to the size of a purse, is taped to every shaver. *Philips Small Appliances, Drury Lane, Hastings, Sussex.* ■

Aziza colour combinations

Aziza are adding two new colour combinations to their shadow with sealer and two tone lustre shadow products. These are teal blue and winewood in the shadow with sealer range and heather blue/pink and winewood/wine are the new two tone lustre colours. A display unit with testers is available. *Prince Matchabelli PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.* ■

June trial sizes

Max Factor say they sell more foundations in this country than anyone else and over the past two years have simplified this choice by introducing three sheer natural-looking foundations—Ultra Moist make-up, Velvet Touch and Velvet balanced make-up. From June a trial Ultra



Moist blush (cream blusher) or velvet blush (powder blusher) will be available for 50p with each foundation purchased. *Max Factor Ltd, 16 Old Bond Street, London W1A 3AH.* ■

Pre-packed bulb range from Carters

Carters have introduced a new, pre-packed range of bulbs for the Autumn which includes hyacinths, crocus, tulips, daffodils, narcissi, anemones and snowdrops. All bulbs are packaged in standard sized blister packs (£1.09), and economy packs (£1.99) containing either crocus, tulips or daffodils and narcissi. Each outer case contains four units which convert easily for display. *Carters Tested Seeds Ltd, Upper Dees Mills, Llangollen, Clwyd.* ■

Kodak 126 now in 24's

Kodak are introducing a 24 exposure 126 Kodacolor 11 film. Supplies of C126-24 (suggested selling price £1.73) will become available as stocks of the 20 exposure films are exhausted, expected to be mid-May.

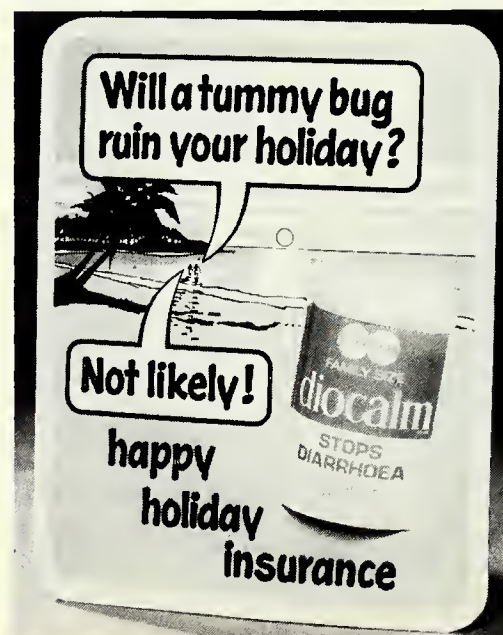
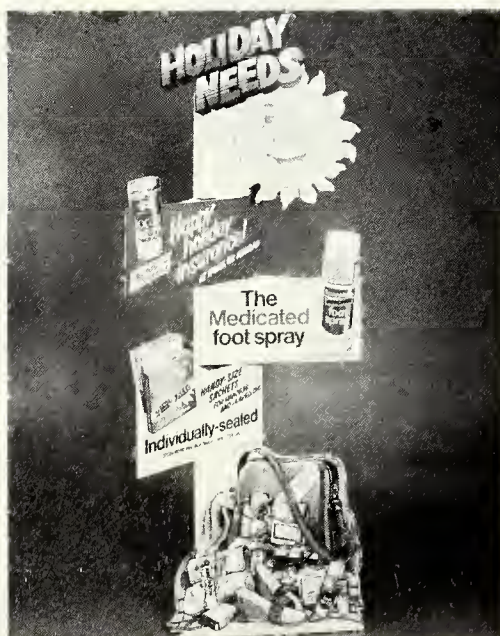
The carded C126 film will also change to 24 exposure in the near future. *Kodak Ltd, PO Box 66, Hemel Hempstead, Herts HP1 1JU.* ■

Back support for use in pregnancy

Seton group are investigating the possibility of producing a ready-to-wear back support for use in pregnancy.

The "pregnancy back support belt" was described to a recent conference of obstetric physiotherapists by its designer, Mrs Rey Golightly, who maintains that acute back pain in pregnancy can be alleviated by manipulation and the application of a supportive sacral belt. The belt is made from a heavy elastic woven material with Velcro fasteners. Provisional inquiries may be addressed to *Seton Products Ltd, Tubiton House, Medlock Street, Oldham, Lancs.* ■

Show cards and display trays which are being launched this week by *Beecham Proprietary Medicines, Great West Road, Brentford TW8 9BD*



COUNTERPOINTS

Hotel discounts for the family

Discounts on family weekend breaks in a range of Crest hotels throughout the country are featured in a promotion being run by Sterling Health. The discounts are a £5 saving per adult on a special inclusive price for two nights half-board in a selection of fifty hotels. In addition, accommodation for children in most hotels is free, with £1 off the cost of their meals.

The promotion is featured on a



chemist-only counter display unit with the slogan "Get Away—Family Breaks". The unit is designed to hold the major Sterling Health holiday medicines. Andrews liver salts, Milk of Magnesia liquid, Hedex and Milk of Magnesia tablets. Details of the offer are found in a leaflet available from the unit and the units are available from Sterling Health reps. *Sterling Health, Surbiton, Surrey KT6 4PH.* ■

Roses and books—from Radox

Summer activity from Radox includes the unveiling of a rose at the Chelsea Flower Show and an on-pack offer of four books.

The rose, Radox Bouquet will not be generally obtainable but to

coincide with the launch, bushes worth £3 each will be available in batches of three for £5.50. This offer featured on special packs of the bath salts will be available from the latter part of May. As an added incentive large packs will contain an extra 20 per cent and the medium size will carry a 7p off next purchase voucher.

For bookworms herbal bath packs will carry both money-off vouchers (the 300ml pack, a 10p-off voucher and the 500ml, 15p) and a selection

of four books at bargain prices. The books are *The Sunday Times Book of Body Maintenance*, *The Wholefood Book*, *The Complete Home Handywoman* and *The Complete Indoor Gardener* all of which are usually available for £5.95 each.

Including postage and packing one book will be available for £4.50, two for £8.50, three for £12.50 and four for £16.50. *Nicholas Laboratories Ltd, PO Box 17, 225 Bath Road, Slough SL1 4AU.* ■

Metatone^{*} Tonic

-part of the family



PARKE-DAVIS

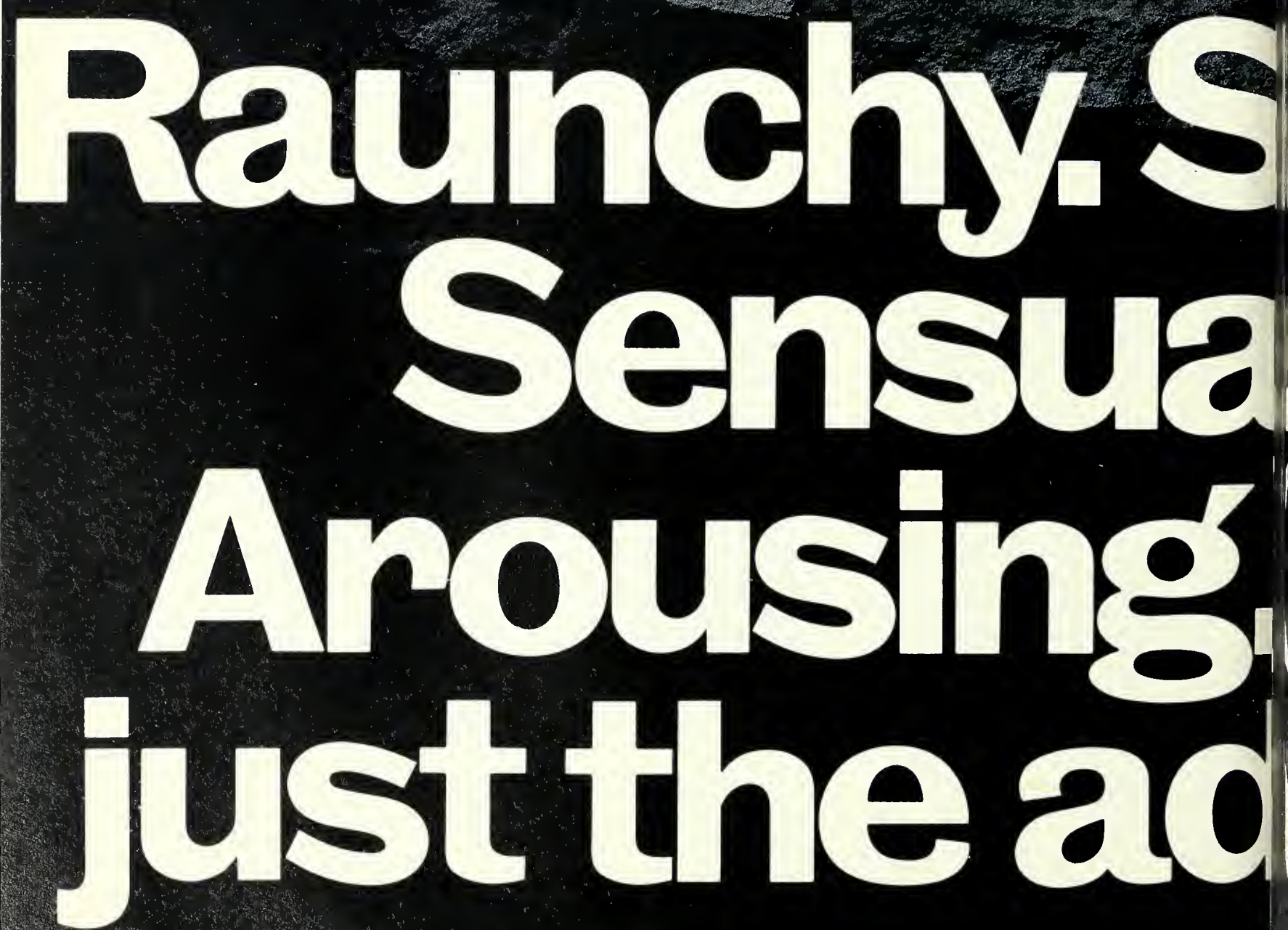
part of the Warner-Lambert Group

good products for you and your customers

Active Ingredients: Vitamin B, Ph Eur, Calcium glycerophosphate, Potassium glycerophosphate, Sodium glycerophosphate, Manganese glycerophosphate.

Parke-Davis & Co., Usk Road, Pontypool, Gwent NP4 0YH.

Further information and data sheet available on request. *Trade mark R81056



Raunchy. S Sensua Arousing. just the ad

*With Limara, we've created a totally new range of fragrance toiletrie
And we're giving it £2,500,000 worth of promotional support, including*



stimulating.
Erotic.
(And that's
advertising.)

ational TV and women's press in the first 12 months. Limara. It comes in
our subtle fragrances that will make you stinking rich.

LIMARA 
A Smith & Neohew product.

Cosmetic sales see biggest volume decrease since 1975

The total sales of cosmetics and toiletries for the twelve month period to September 1980 amounted to £568 million and represents the biggest volume decrease in cosmetic sales since 1975.

In money volume terms the decline in demand was 10.4 per cent (prices rising by 17.7 per cent and demand by only 7.3 per cent). This arose from "the most difficult period ever experienced by the cosmetic industry—one of rampant inflation, unemployment, astronomical interest rates and overstocked inventories".

Six of the seven categories showed decreases in money volume terms, make-up being the exception with a 2.4 per cent increase. Dental, "other", hair preparations and skin care categories had percentage losses in the 3-9 range but fragrances recorded a decline of 16.3 per cent and men's products 24.7 per cent. Make-up sales in the period under review came to 71½m, an increase of 19 per cent on the year ago level. Prices rose by 16 per cent giving a 2½ per cent money volume increase.

Advertising support (Press and

television only), for cosmetics and toiletries in the 12 month period reached £56.8m going up by 37 per cent, "considerably faster than the 21 per cent increase in rates."

Destocking

Both retail and wholesale trades have destocked substantially in the period and this has been the prime reason for the decline in demand. Consumer resistance has been another contributing factor and would have been greater if personal disposable income at 20.3 per cent had not kept ahead of the rate of inflation (all items RPI) at 18.5 per cent.

Retail prices of the cosmetics and toiletries group are in the "medicines and toiletries" category in which inflation was down to 17.6 per cent by September but has ranged from 22-31 per cent for nine of the 12 months reviewed. *The Silver Book—a review of the cosmetic and toiletry preparations market, John Hogston Associates Ltd, 23 Golden Square, London W1.* ■

Kouros for men

An eau de toilette range for men, Kouros, is being introduced by Yves St Laurent comprising eau de toilette (£14-25), aftershave (£11), shaving foam (£5), deodorant (£6) and soap (£4). *Yves Saint Laurent, 51 Charles Street, London W1.* ■

Scholl leg-care display unit

Scholl has introduced a leg-care display unit for its range of graduated-compression elastic and support hosiery.

The stand is 5ft 6in high and 30in wide with yellow racking and dark teak panelling. The top half of the unit displays support hosiery including the new Trimma tights, as well as anklets, kneecaps and kneewarmers. The bottom half holds prescribable



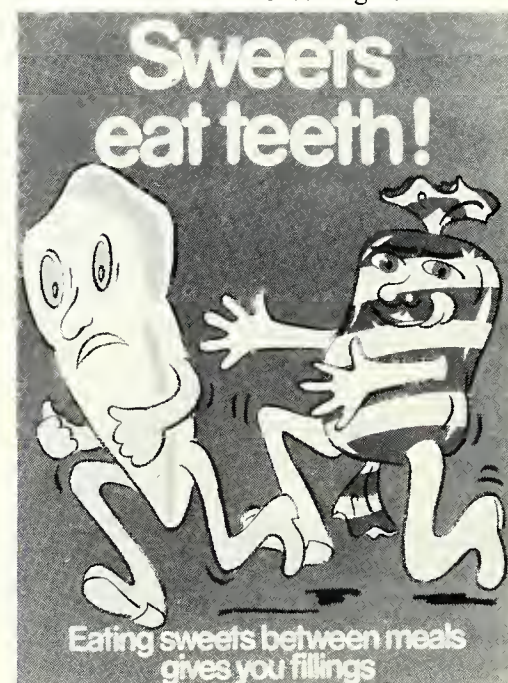
elastic hosiery for varicose veins in the Nylastik, Soft Grip and Superlastik ranges. *Scholl (UK) Ltd, 182 St John Street, London.* ■

Gibbs expand Oral Hygiene Service

Gibbs are expanding their Oral Hygiene Service with a series of educational aids based on the theme "Prevention that works".

The Service was established in 1952 and has produced many dental educational aids since. Most recently, the Jerry Gibbs books, posters and teaching material were developed especially for children (C&D April 11, p682). The "prevention that works" series consists of posters, wall charts and four leaflets entitled "Your baby's teeth", "Your children's teeth", "Your own teeth" and "Your questions answered".

The leaflet on children's teeth summarises the findings of a recent Gibb's survey carried out on dentist's children which showed they had far better teeth than the average child.



The dentists attributed this solely to preventive measures—restriction of sugar intake, regular brushing and the introduction of some form of fluoride. *Gibbs Oral Hygiene Service, Hesketh House, Portman Square, London W1A 1DY.* ■

Aftershave outers

Replica offer their Rameses aftershave 90ml (£2.60) for Father's Day in a counter display outer. It contains 12 packs at a cost of £18.00 trade.

The units are available from local wholesalers or direct from *Replica, 90 Belsize Lane, London NW3 5BE.* ■

Vantage is the best way to gain a real advantage over the competition. Because Vantage isn't just a national independent chemist symbol group; it's a complete shop management system covering every aspect of both O.T.C. and ethical products.

We can give you a complete shop-fit to enhance your professional image, along with an update of your shop layout ensuring more convenience for both customers and staff. We'll help your staff in other ways too with courses

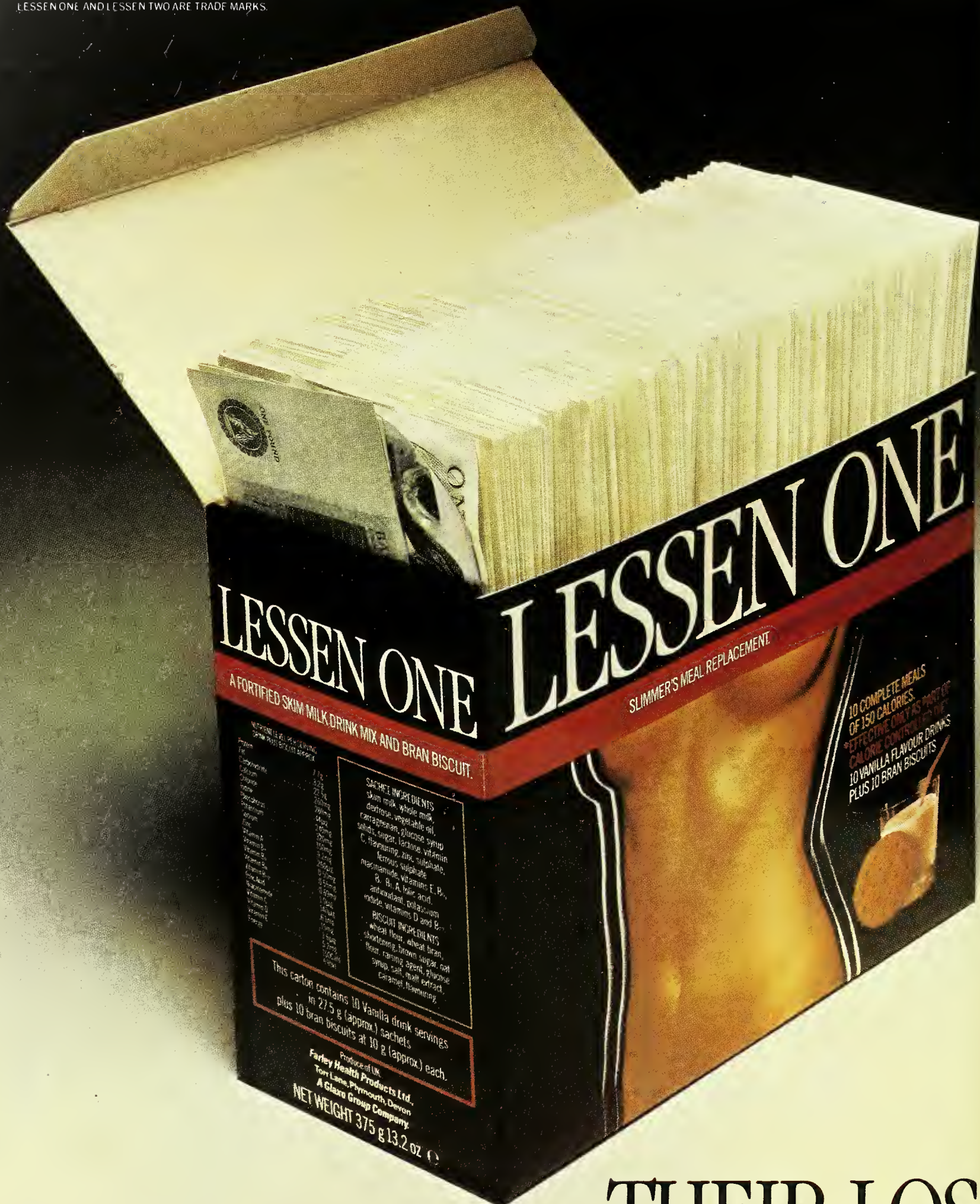
in modern retailing techniques, while our Point of Sale material is designed to be both eye-catching and attractive. And the benefit of Vantage is that you can make just as much of it as you want, with no commitment to large-scale financial outlay.

So if you want to give yourself your best advantage ever, add Vantage to your business now by ringing Alan Turner on Runcorn (0928) 717070 or write to: **Vestric Limited**, West Lane, Runcorn, Cheshire WA7 2PE.

Vestric
We're always there, we always care.

How to give your business an unfair advantage. Add Vantage





THEIR LOSS

Slimmers across the country will soon be clamouring for this revolutionary new slimming idea from Farleys.

Lessen is a unique two-stage meal replacement diet that means slimmers can slim and stay slim.

It's the only replacement diet where they

can enjoy a special drink as well as a nourishing bran biscuit.

With Lessen One they'll soon find they're losing pounds.

And you'll gain pounds.

Then with Lessen Two they can stay slim, enjoying a choice of three delicious drink

* Effective only as part of a calorie controlled diet.

1981 CHEMIST ASSISTANT OF THE YEAR COMPETITION



OVER £5,000 TO BE WON

Enter now—Every entrant qualifies for our Competition Draw — a chance to win a Sony Portable 12" Black & White TV *and* all entrants will receive a Souvenir Ballpoint Pen.

Pharmacists—You too could win. To the Pharmacist whose assistant wins the Grand Final a wonderful prize—a Sony C7 Video Cassette Recorder worth over £600. Encourage your assistants to enter.

Cash prizes	1st. Prize £100
in the	2nd. Prize £50
regional finals	3rd. Prize £25

Plus a special prize of £20 for the leading chemist assistant aged 19 or under on 30th June, 1981 not already in receipt of one of the above prizes.

Regional winners will be invited to attend the Grand Final at the Sheraton Skyline Hotel, London Airport on 26th November 1981.

Grand Finalists are promised a day to remember and big cash prizes will be won.

★ 1st. Prize £1,000 ★

awarded to the "1981 C & D Chemist Assistant of the Year"

2nd. Prize £500

3rd. Prize £250

COMPLETE THE ENTRY FORM OVERLEAF NOW

NUCROSS **NU****SOFT** hanx **NU****WARM** = **NU****HOME** =

1981 CHEMIST ASSISTANT OF THE YEAR COMPETITION

JOINTLY SPONSORED
BY

C & D

NPA PRODUCTS



Before you enter please read these rules carefully.

Rules

The competition is open to all assistants employed for a minimum of sixteen hours a week in retail pharmacies which are members of the National Pharmaceutical Association.

No person who has any financial interest in the Pharmacy in which they are employed is allowed to enter the Competition.

Regional Final winners from the 1980 Chemist Assistant of the Year Competition are excluded from the 1981 Competition.

Grand Final winners are excluded from all future competitions.

Each entry must be completed on an official entry form. It must be completed in ink or ball pen and must be legible.

Completed entries must be sent in a correctly stamped envelope to "C & D 1981 Chemist Assistant of the Year Competition", 51 Boreham Road, Warminster, Wilts. BA12 9JU. Entries must be received by 30th June, 1981, and proof of posting cannot be accepted as proof of receipt.

The declaration on the entry form must be signed by the pharmacist who is either the proprietor or manager of the pharmacy in which the assistant is employed.

All entries will be examined by a panel of judges whose decision will be final. No correspondence will be entered into. Entrants are bound by the rules and the judges interpretation thereof.

9. There will be regional finals and the judges will select those who have completed the entry form in the most apt and suitable manner. The names of those selected for each regional final will be published in the Chemist & Druggist and each finalist will also be notified by post at the same time.

10. At each regional final, judges may impose such tests and interviews as they deem necessary to determine a winner and a runner-up. The winner will be asked to attend a Grand Final in London and qualification as a regional winner is conditional on attendance at the Grand Final. Each regional winner will win a prize of £100 subject to attendance at the Grand Final. Second Prize will be £50 and third prize will be £25. A special prize of £20 will be awarded to the leading Chemist Assistant aged 19 or under on the 30th June 1981, not already in receipt of one of the above prizes.

11. At the Grand Final, the judges may impose such tests and interviews as they deem necessary to determine the prize winners. The first prize winner who will be named "C & D 1981 Chemist Assistant of the Year" will receive a prize of £1,000. The second prize will be £500 and the third prize will be £250. Travelling expenses will be reimbursed to all Grand Finalists.

12. At the Grand Final, the judges who will be appointed by the organisers will consist of the Editor of the Chemist & Druggist, a member of the NPA Board of Management, a senior executive of ICML and the winner of the 1980 Grand Final. The judges may at any time appoint nominees, acceptable to the joint sponsors, if they are unable to attend. The decision of the judges will be final and legally binding. No correspondence will be entered into.

1981 Chemist Assistant of the Year Competition Entry Form Questions

- Who is the most important person in your pharmacy?
- What is the first thing you should do if you see a customer shoplifting in your pharmacy?
- What must you do when selling—Gees Linctus, Mist. Kaolin et Morph, 100 Paracetamol?
- A Customer tells you that NPA Products are not of such good quality as branded products. Is she correct? YES/NO
- What is the name of the Nail Polish Remover in the NPA Product range?
- What is the main difference between Kodacolor and Kodachrome?
- In no more than 30 words say what you think are the qualities the judges will expect of the Chemist Assistant of The Year.

Please complete these details

Name
(Miss/Mrs/Mr)

Home Address

I am employed for at least 16 hours a week at:

(Pharmacy name and address)

If aged 19 or under on 30th June, 1981, tick this box ☐

Now ask your manager to endorse your entry.

Declaration by pharmacy proprietor or manager.

The assistant named has, in my opinion, sufficient responsibility and experience to be a suitable entrant for the competition.

Name

Qualification

Position

Signature

Post your entry now to:

"The C&D 1981 Chemist Assistant of the Year Competition",
Independent Chemists Marketing Ltd.,

51 Boreham Road, Warminster, Wilts. BA12 9JU.

Closing date for entry is June 30th, 1981.

SETTLEMENT TERMS	QUANTITY DISCOUNT*	ACCOUNTS
2.5% discount for cash with order or payment within 7 days of receipt of invoice.	10% off Orders £100 and over *Quantity discount is not available on Bonus Offers.	30 days nett.

MAKE MAXIMUM USE OF SETTLEMENT TERMS AND QUANTITY DISCOUNT

PRODUCT		LIST PACK	LIST PRICE/PACK	QUANTITY REQUIRED	
ASCORBIC ACID TABLETS BP	100 MG	100	£0.45	x 100	
	200 MG	100	£0.75	x 100	
	500 MG	100	£1.45	x 100	
ASPIRIN TABLETS BP	300 MG	25 x 1dz	£1.20 per dz	x 1dz	
		100 x 1dz	£2.20 per dz	x 1dz	
PARACETAMOL TABLETS BP	500 MG	25 x 1dz	£1.96 per dz	x 1dz	
		50 x 1dz	£2.95 per dz	x 1dz	
		100 x 1dz	£4.80 per dz	x 1dz	
		1000	£3.50	x 1000	
		5000	£16.95	x 5000	
FERROUS GLUCONATE TABLETS BP	300MG	100	£0.30	x 100	
		1000	£2.25	x 1000	
		5000	£11.00	x 5000	
ZINC AND CASTOR OIL CREAM BP	NEW RANGE	100 GMS	10	£2.90	x 10
		250 GMS	10	£5.70	x 10
		500 GMS	1	£1.30	x 1

BUY ONE — GET ONE FREE

FOR ITEMS PRINTED IN RED

LORAZEPAM TABLETS

1 MG & 2.5 MG STRENGTHS WILL BE AVAILABLE IN THE NEXT FEW WEEKS

PRODUCT		PACK	LIST PRICE PACK	QUANTITY REQUIRED
ACETAZOLAMIDE TABLETS BP	250 MG	50 500	£1.10 £8.25	x 50 x 500
AMITRIPTYLINE TABLETS BP	10 MG 25 MG	1000 1000	£4.90 £9.50	x 1000 x 1000
AMPICILLIN CAPSULES BP	250 MG	500	£15.00	x 500
	500 MG	250 500	£15.00 £30.00	x 250 x 500
AMINOPHYLLINE TABLETS BP	100 MG	500	£1.50	x 500
ASPIRIN & CODEINE TABLETS BP		25 50 100	£0.33 £0.52 £0.92	x 25 x 50 x 100
BENDROFLUAZIDE TABLETS BP	2.5 MG	100 1000	£0.35 £3.00	x 100 x 1000
	5 MG	100 1000	£0.45 £4.25	x 100 x 1000
BENZHEXOL TABLETS BP	2 MG	100 1000	£0.60 £5.45	x 100 x 1000
	5 MG	100 1000	£1.20 £10.95	x 100 x 1000
CHLORPHENIRAMINE TABLETS BP	4 MG	50 500	£0.20 £1.85	x 50 x 500
CHLORPROMAZINE TABLETS BP	25 MG 50 MG 100 MG	500 500 500	£1.45 £2.70 £4.40	x 500 x 500 x 500
CHLORPROPAMIDE TABLETS BP	100 MG 250 MG	250 500	£3.00 £11.00	x 250 x 500
CODEINE PHOSPHATE TABLETS BP	15 MG	100 250 500	£1.50 £3.75 £7.50	x 100 x 250 x 500
CODEINE PHOSPHATE TABLETS BP	30 MG	100 250 500 1000	£2.60 £6.50 £12.50 £24.80	x 100 x 250 x 500 x 1000
PHOSPHATE TABLETS BP	60 MG	100 250	£5.20 £13.00	x 100 x 250

SETTLEMENT TERMS	QUANTITY DISCOUNT*	ACCOUNTS
2.5% discount for cash with order or payment within 7 days of receipt of invoice.	10% off Orders £100 and over *Quantity discount is not available on Bonus Offers.	30 days nett.

MAKE MAXIMUM USE OF SETTLEMENT TERMS AND QUANTITY DISCOUNT

PRODUCT		LIST PACK	LIST PRICE/PACK	QUANTITY REQUIRED
ASCORBIC ACID TABLETS BP	100 MG 200 MG 500 MG	100 100 100	£0.45 £0.75 £1.45	x 100 x 100 x 100
ASPIRIN TABLETS BP	300 MG	25 x 1dz 100 x 1dz	£1.20 per dz £2.20 per dz	x 1dz x 1dz
PARACETAMOL TABLETS BP	500 MG	25 x 1dz 50 x 1dz 100 x 1dz 1000 5000	£1.96 per dz £2.95 per dz £4.80 per dz £3.50 £16.95	x 1dz x 1dz x 1dz x 1000 x 5000
FERROUS GLUCONATE TABLETS BP	300MG	100 1000 5000	£0.30 £2.25 £11.00	x 100 x 1000 x 5000
ZINC AND CASTOR OIL CREAM BP	NEW RANGE 100 GMS 250 GMS 500 GMS	10 10 1	£2.90 £5.70 £1.30	x 10 x 10 x 1

BUY ONE — GET ONE FREE

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1MG & 2.5 MG STRENGTHS WILL BE AVAILABLE IN THE NEXT FEW WEEKS

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ACETAZOLAMIDE TABLETS BP	250 MG	50 500	£1.10 £8.25	x 50 x 500
AMITRIPTYLINE TABLETS BP	10 MG 25 MG	1000 1000	£4.90 £9.50	x 1000 x 1000
AMPICILLIN CAPSULES BP	250 MG	500	£15.00	x 500
	500 MG	250 500	£15.00 £30.00	x 250 x 500
AMINOPHYLLINE TABLETS BP	100 MG	500	£1.50	x 500
ASPIRIN & CODEINE TABLETS BP		25 50 100	£0.33 £0.52 £0.92	x 25 x 50 x 100
BENDROFLUAZIDE TABLETS BP	2.5 MG	100 1000	£0.35 £3.00	x 100 x 1000
	5 MG	100 1000	£0.45 £4.25	x 100 x 1000
BENZHEXOL TABLETS BP	2 MG	100 1000	£0.60 £5.45	x 100 x 1000
	5 MG	100 1000	£1.20 £10.95	x 100 x 1000
CHLORPHENIRAMINE TABLETS BP	4 MG	50 500	£0.20 £1.85	x 50 x 500
CHLORPROMAZINE TABLETS BP	25 MG 50 MG 100 MG	500 500 500	£1.45 £2.70 £4.40	x 500 x 500 x 500
CHLORPROPAMIDE TABLETS BP	100 MG 250 MG	100 250 500	£3.00 £1.50 £3.75	x 250 x 100 x 250
CODEINE PHOSPHATE TABLETS BP	15 MG	100 250 500	£7.50 £2.60 £6.50	x 500 x 100 x 250
	30 MG	100 250 500 1000	£24.80 £5.20 £12.50 £13.00	x 100 x 100 x 250 x 250
	60 MG			

PRODUCT		PACK	LIST PRICE PACK	QUANTITY REQUIRED
DIAZEPAM TABLETS BP	2 MG	500	£1.75	x 500
		1000	£3.50	x 1000
	5 MG	500	£2.25	x 500
		1000	£4.50	x 1000
	10 MG	500	£4.00	x 500
FOLIC ACID TABLETS BP	5 MG	1000	£2.50	x 1000
FRUSEMIDE TABLETS BP	20 MG	1000	£11.50	x 1000
	40 MG	1000	£14.00	x 1000
HALOPERIDOL TABLETS BP	0.5 MG	100	£1.15	x 100
		1000	£10.70	x 1000
	1.5 MG	100	£1.95	x 100
		1000	£18.50	x 1000
	5 MG	100	£5.15	x 100
		1000	£50.75	x 1000
	10 MG	100	£10.00	x 100
		1000	£99.50	x 1000
HYDROCHLOROTHIAZIDE TABLETS BP	25 MG	1000	£3.40	x 1000
IMIPRAMINE TABLETS BP	25 MG	1000	£3.00	x 1000
		5000	£13.50	x 5000
INDOMETHACIN CAPSULES BP	25 MG	500	£14.40	x 500
	50 MG	100	£5.50	x 100
METHYLDOPA TABLETS BP	250 MG	1000	£27.50	x 1000
	500 MG	500	£27.50	x 500
METRONIDAZOLE TABLETS BP	200 MG	21	£0.65	x 21
		250	£6.50	x 250
NICOTINAMIDE TABLETS BP	50 MG	1000	£2.40	x 1000
NICOTINIC ACID TABLETS BP	50 MG	1000	£2.40	x 1000
NITRAZEPAM TABLETS BP	5 MG	500	£3.95	x 500
OXYTETRACYCLINE TABLETS BP	250 MG	1000	£8.70	x 1000
PENICILLIN V-K TABLETS BP	250 MG	1000	£12.50	x 1000
PHENYL BUTAZONE TABLETS BP	100 MG	1000	£3.00	x 1000
	200 MG	1000	£4.75	x 1000
PREDNISOLONE TABLETS BP	5 MG	500	£2.75	x 500
PREDNISONE TABLETS BP	5 MG	500	£2.75	x 500
PROMETHAZINE HCL TABLETS BP	25 MG	1000	£3.50	x 1000
PROPANTHELINE TABLETS BP	15 MG	1000	£3.90	x 1000
PROPRANOLOL TABLETS BP	10 MG	500	£5.88	x 500
	40 MG	1000	£27.86	x 1000
	80 MG	500	£21.06	x 500
	160 MG	100	£8.42	x 100
QUINIDINE SULPHATE TABLETS BP	200 MG	100	£4.85	x 100
		250	£11.90	x 250
		500	£23.65	x 500
QUININE BISULPHATE TABLETS BP	300 MG	500	£22.00	x 500
QUININE SULPHATE TABLETS BP	300 MG			
		500	£22.00	x 500

TETRACYCLINE TABLETS BP	250 MG	1000	£9.35	x 1000
TOLBUTAMIDE TABLETS BP	500 MG	500	£6.00	x 500

EMPTY, HARD 2 PIECE GELATIN CAPSULES

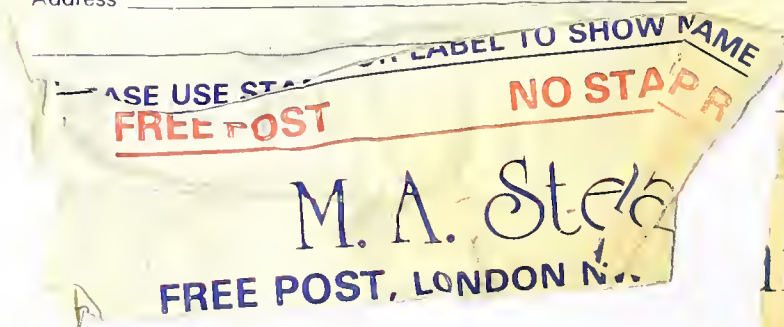
Size	Price per 100	Price per 1000	Price per 1,000 for Orders over 5,000
000	£2.50	£17.00	£15.00
00	£2.00	£16.00	£14.00
0	£1.00	£5.50	£5.00
1	£0.95	£5.00	£4.50
2	£0.90	£4.50	£4.00
3	£0.85	£4.00	£3.50
4	£0.80	£3.75	£3.30
5	£0.75	£3.50	£3.00

Name _____

Signature _____

Address _____

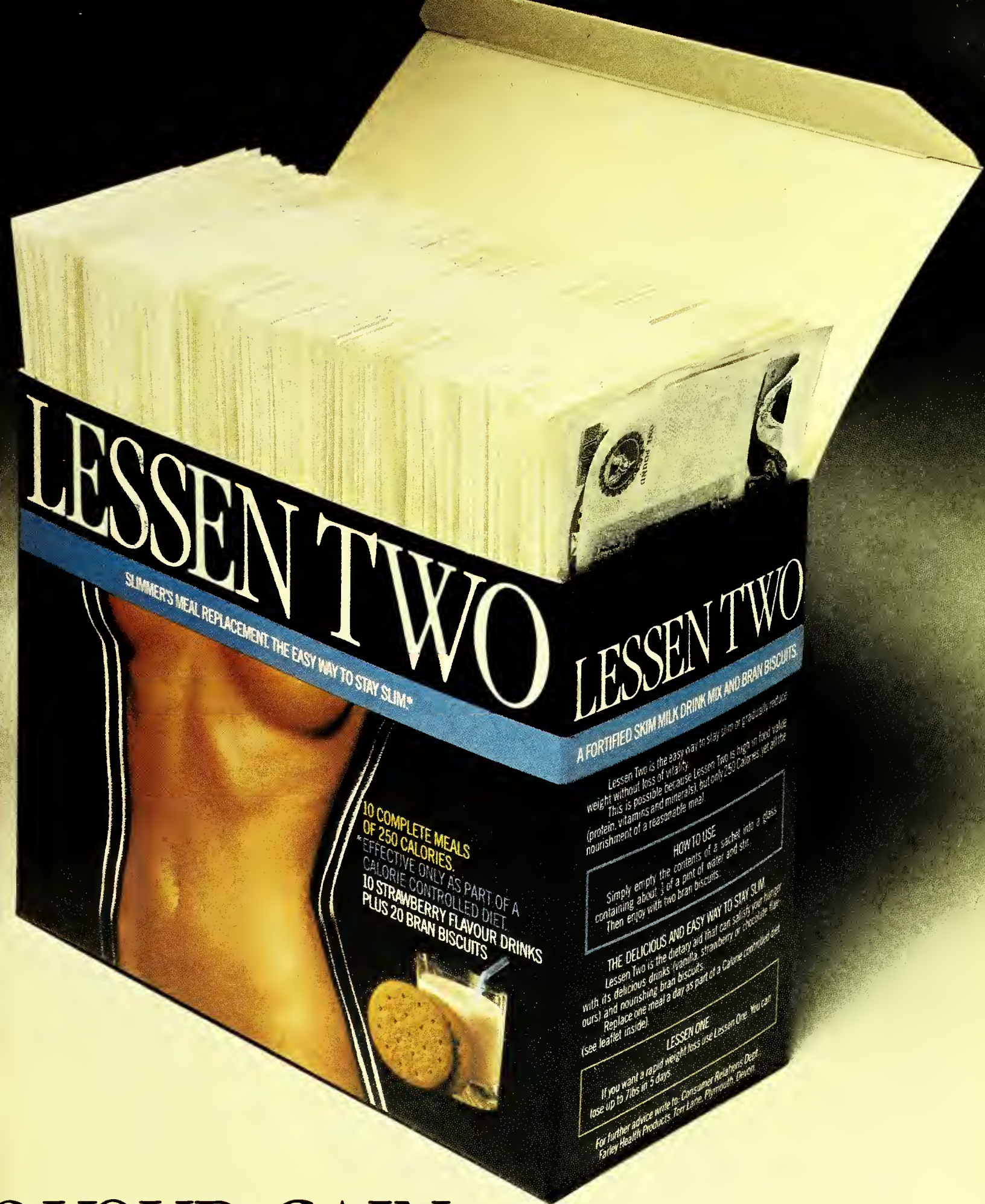
Date _____



Orders under £10 are charged 75p post & packing
AND ADDRESS CLEARLY AND SIGN ORDER

ard Limited

Tel: 01-965 0194 Tele:



S YOUR GAIN.

flavours and two biscuits just once a day.

And your profits get fatter.

A whole feast of promotion starts shortly with a really heavy-weight television advertising campaign.

With lashings of press support in the slimming magazines.

Followed by generous helpings of trade deals, plump dumpbins, rich POS material and great dollops of incentive schemes for you and the slimmer.

Stock up with Lessen and you'll soon have to loosen your belt.

Because their loss will be your gain.

Initially available only in London, Midlands and Lancashire.

Packed with even more appeal.

'Kodak' film always goes down well with your customers. But these special offer multi-packs add even more appeal.

'Kodacolor' film twin-packs, for example, offer a full £1 refund on D & P. Provided, of course, your customers have their prints made on 'Kodak' paper. The offer must close on July 17, 1981.

Your customers can also collect a £1 refund on tri-packs of 'Kodachrome' movie film. With the prospect of a



50p bonus if they buy just one extra film. This offer is valid until September 30, 1981.

Full qualifying details of both offers are shown on the packs.

Make sure you use the special display material. You'll find it a great help in appealing to your customers.



Keep it with Kodak.

Kodak, Kodacolor and Kodachrome are trade marks.



Economies and diseconomies of scale for the retailer

Second in a series of articles by Eric A. Jensen, BCom, MPS, MInstM, FIPharmM, looking at economics for the independent pharmacist

In a market economy it is customary to judge the efficiency of a business by using profitability as an important criterion, but not necessarily the only one. Ethics as well as commercial instincts can suggest that to "optimise" rather than to "maximise" profits shows the greater wisdom. Possibly the distinction between the two is more a matter of time-scale than of intrinsic contrast, and in the long term a policy of optimisation is likely to result in maximisation.

Leaving aside ethics for the moment, the retail pharmacist concerned with the building of long term goodwill is certain to be aware that he or she will not do this by trying to squeeze every last penny of profit from every customer contact.

There are many ways of assessing profits, but if for the present we think of "pure profit" in relation to turnover and in relation to capital invested in a pharmacy, we find wide variations in the percentages between small and large concerns and within the categories themselves. Some large turnover businesses in retail pharmacy produce a return on capital much below that obtainable from a building society, while others show a percentage more in line with that expected from a risk venture. There are similar contrasts in the smaller pharmacies.

Optimum size

From these comments it is clear that from the economic viewpoint we cannot logically conclude that either big or small is "beautiful" to use Schumacher's adjective. If we now turn to a consideration of the factors governing the "optimum" size of a business we shall see why this is so and why each individual pharmacist must find his or her own balance of financial and other considerations to promote goal achievement. We shall also receive a hint as to the strengths and weaknesses inherent in the privately owned pharmacy.

The factors alluded to are: —

Managerial and control, technical, marketing, risk bearing, financial, legal

and ethical. These interact and should not be considered in isolation, one of the supreme arts and sciences of conducting a pharmacy being the ability to combine them into an harmonious whole and to recognise any dominant factor.

The legal factor is a prime example of dominance, the presence of a pharmacist being a *sine qua non* of "keeping open shop". This legal requirement means that the pharmacist is a "fixed" overhead which must be met whether turnover is £500 or £5,000 per week. In this legal constraint there is an inherent advantage for the larger business.

Ethics

Before examining the other governing factors seriatim we might ask ourselves whether the ethics of pharmacy, which cannot be ignored in any study of profit optimisation in an occupation with the responsibilities we accept, have more power in the smaller than in the larger concern. Can the private pharmacist follow the dictates of his conscience more freely than the man or woman in employment?

This is a question of serious commercial import. Is the conscience of an individual proprietor any more free or sensitive than that of a board of directors with its superintendent? Might a large organisation have more to lose if it fell short of the highest standards? These are not mere theoretical points. What could be the financial effects on the private or the employee pharmacist whose conscience brought him into conflict, on say CRCs, with the Society and/or with his employer? Medicines, truly, are "different", and pharmacy cannot avoid this problem of reconciling economics and ethics.

Managerial and control

There appears to be fair agreement that no manager can expect to have a close and efficient supervisory or control relationship with more than

ten or twelve people answering directly to him or her and that seven or eight is for many managers a maximum to consider. These figures can be only approximate guides but are borne out in practice by the sizes found practicable in team games, juries, committees etc.

In business, the proposition is supported by the structures of selling organisations where there is a hierarchy of sales manager, divisional sales managers, area sales managers, representatives. Within an individual retail unit the principle is exemplified by division into departments with their heads reporting to the manager or owner.

One of the advantages claimed for the private pharmacy is that the proprietor can maintain a more personal relationship with staff and with customer than can the manager of a large concern. Any owner of a smaller single pharmacy should give fullest thought to this control and relationship principle before opening a branch or branches and before expanding his business beyond the staffing numbers of say seven to twelve.

Any expansion, within or outside an existing pharmacy, should not be contemplated until a rigorous market research has been undertaken. Many a business has destroyed a sound base by growing beyond what the owner can effectively supervise and what the market can nourish.

The possible drawbacks of over-expansion, as regards control, must be set against the benefits in the fields of marketing, finance and risk-reduction. Furthermore, a large business with branches might be able to call on specialised management expertise to enable it to overcome the control difficulties by arranging a structure designed to combine the best of small and large.

To obtain the type of management skills necessary for wise expansion can strain the resources of the smaller pharmacy, but it is courting disaster not to do so.

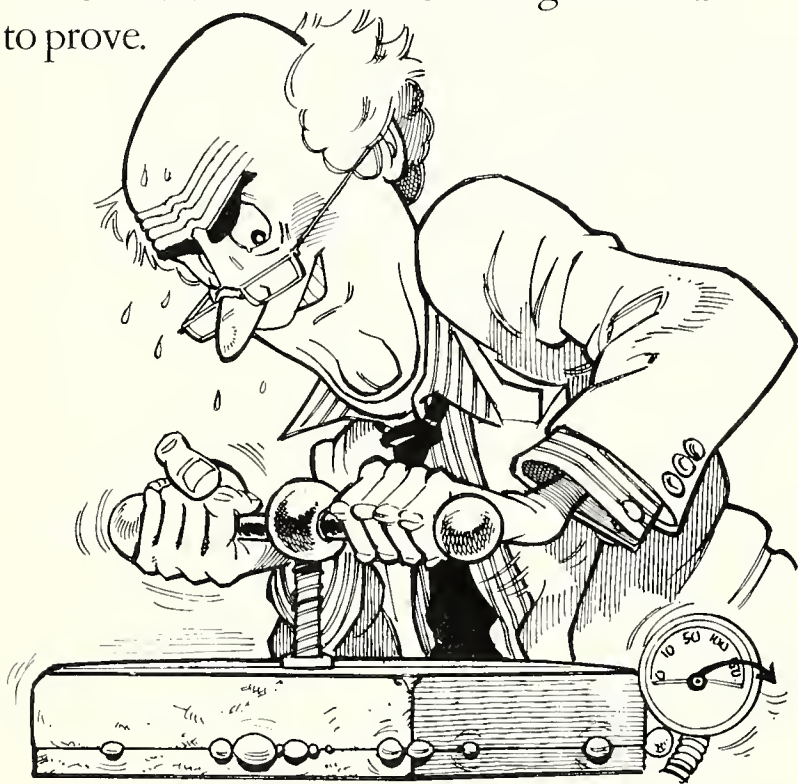
Technical

Just as in the steel industry there is a certain minimum furnace size for production to be economic so there is in pharmacy an economic run-quantity for tablets and other products. The era of small-scale manufacturing in private pharmacy has substantially gone for a variety of reasons—technical, legal, economic. Product licensing

Continued on p950

We get o into as much hot

Pity the poor hot water bottle that carries the Mandelle name. What tests of endurance it has to survive. What feats of strength it needs to prove.



Kill or cure.

There's baptism by fire. Stretches on the rack that would make Edgar Allen Poe's eyes water. Torture by water.

We put them through all this because we believe that a tested hot water bottle is a safe hot water bottle. And we wouldn't care to offer your customers anything less.

Even before a Mandelle hot water bottle begins to take shape, the material itself comes in for some pretty abusive treatment.

The chemists at Mandelle have a machine they call the Rheometer. It checks that the 'raw' rubber will 'cure' properly. That the molecules will combine correctly to give a perfect rubber from which we can make hot water bottles.

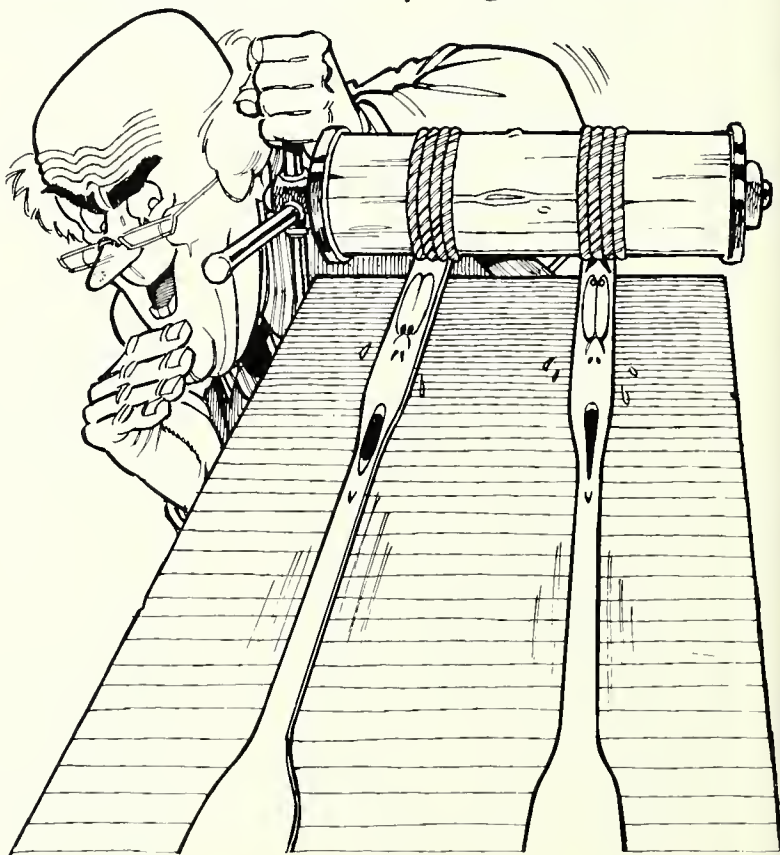
For 3 minutes a sample of the uncured rubber is subjected to 180°C. 'Curing' it may be

called, but curing what, the rubber may ask?

Survive this test and the bottles are made up. From these, we take a few samples and cut out three rubber dumb bells. From the top, middle and bottom.

First, the dumb bell is subjected to the Tensometer. This works much like a rack. It stretches the rubber to breaking point and measures tensile strength and the elongation at breaking point. These have to be in excess of the British Standards specification. Otherwise the batch of bottles will never see the light of day.

Next, samples of the bottle are subjected to tests of endurance. They are given instant old

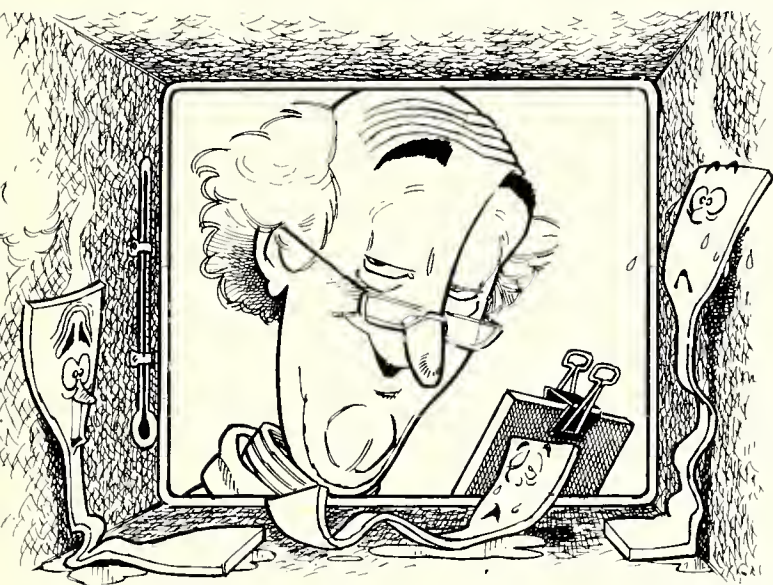


Stretched to breaking point.

age. We pop them into an oven and up to an average 70°C. After 7 days we see just how much they like it.

You'd think that this was enough, but no.

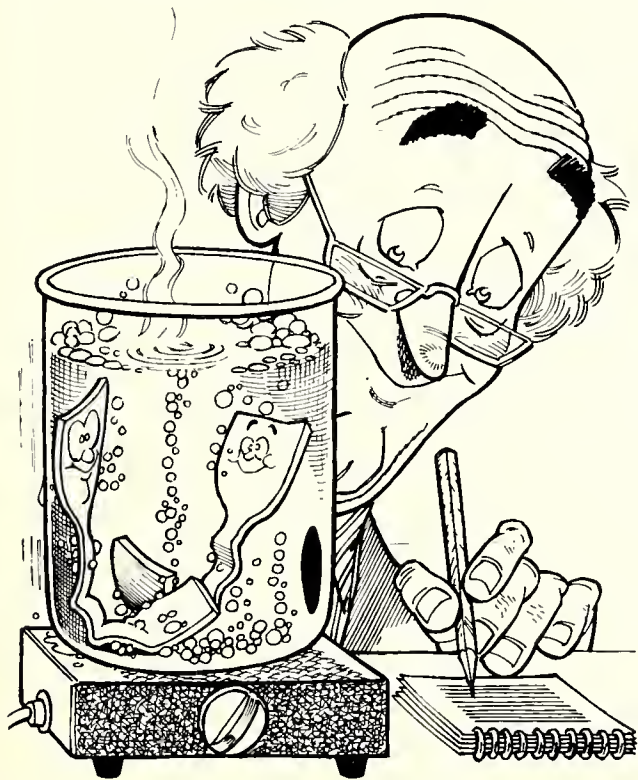
or bottles water as possible.



Turning on the heat.

Now more dumb bells are subjected to the oven. Into beakers of hot water they go and sit there, at 70°C for a further 7 days.

You'd think by now that the bottle had



7 days torment in hot water.

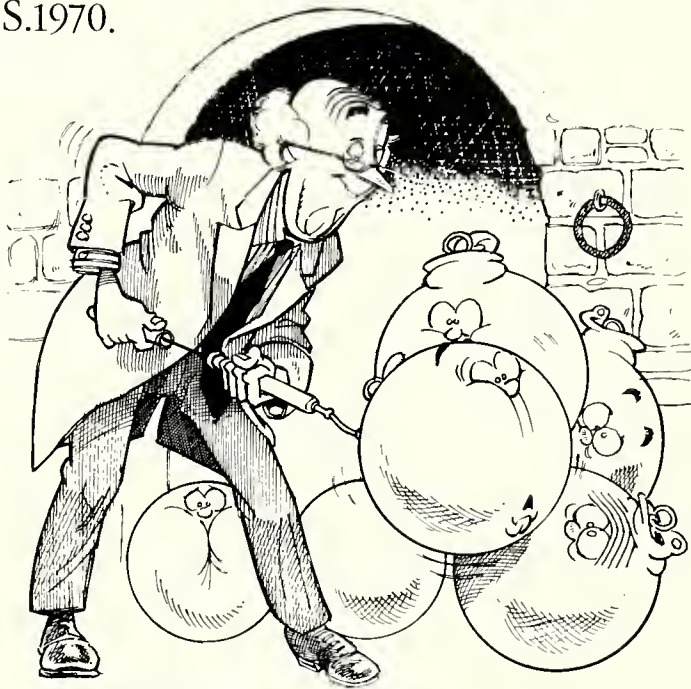
proved its worth. After all, they're now on their way to the finishing shop which sounds

encouraging. But no. Each and every bottle must now prepare itself for a test that would have other bottles splitting their sides.

It must survive being inflated to a pressure of 2lbs per square inch.

When all the testing is finally over, what have Mandelle bottles got to show for it?

A little stamp of approval that reads B.S.1970.



Working under pressure.

It may sound like a lot of work, but we'd rather face that than face the consequences of a bottle that hasn't been properly tested and doesn't carry a British Standard number.

After all, what kind of bottle is it, that has no standards at all?



Mandelle
The hot water bottle of your dreams.

For further information about Mandelle hot water bottles, please contact Adrian Jones at The Haffenden Manufacturing Co. Ltd, Sandwich, Kent. Telephone 0304 6...

requirements, and methods of NHS remuneration, have taken their toll, and it could seem that to undertake manufacturing is economic only for those with a market large enough to warrant high production levels.

There is a contrary argument and the smaller pharmacy should not too readily discard manufacturing. A section of the public not confined to older people, is willing to pay for personalised service, and a pharmacy enjoying the appropriate markets site can still profit by employing traditional methods in the medicinal and cosmetic areas.

Counter-prescribing, and small scale production can be rewarding in

short-term profit and long-term goodwill; it can make economic sense to bring into use for this purpose any resources of space, time and knowledge not fully employed elsewhere.

Marketing

The selling function embraced by marketing offers advantages to the smaller concern where the proprietor can himself demonstrate at first hand the techniques of handling customers. On the large scale there are obvious marketing benefits to those businesses which can advertise nationally and attract turnover to widely-dispersed outlets. For a single private pharmacist

to attempt such publicity would clearly be foolish.

The smaller business should not forget that one of the secrets of successful advertising is to direct it to as specific a market as possible. Local advertising is much less costly than national publicity and is within the scope of many pharmacies which, for a variety of reasons, do not exploit the possibilities it offers. The key part of marketing is market research, and provided the private pharmacist will apply the principles to his scale of operation there seems no reason for size to be a dominant factor in effective marketing.

Risk

If the one business of a private pharmacist suffers a reverse such as a fire, new powerful opposition, adverse planning changes, the opening of a health centre in an unhelpful location, etc, the owner has not the consolation of reflecting that just 10 per cent or 0.1 per cent of his investment is involved; his loss could be crippling.

In the area of risk therefore the business with pharmacies spread over a large part of or all the country has a built-in insurance against the vagaries of trade or fortune. The horizontal integration of having many retail outlets can be reinforced by vertical integration, by a reaching back into wholesaling and manufacturing ventures, as exemplified by large companies in pharmacy and elsewhere.

The private pharmacist can reduce risk by opening branches, by diversification within a single business, by manufacture along the lines already mentioned, by insuring against those risks which are insurable. Nevertheless it is probably in the sphere of risk-bearing that the balance swings strongly in favour of large-scale operations. In view of this it is imperative that the smaller entrepreneur does all he can to develop the advantages he has elsewhere.

Financial

It is a truism to state that in general the more money you possess the easier it is to borrow more, and it is significant that in the current depressed economy the smaller retailer is overall harder hit than the large. Fluidity to enable a business to deal with a crisis will be there only if past profits have been wisely used and there has not been over-investment in assets which cannot readily be turned into cash and which are not acceptable security for emergency finance.

Finance permeates the entire

It pays to display.



Sudocrem is a real profit maker!

As a general sales list product Sudocrem can be freely displayed. Sudocrem is particularly useful for the treatment and prevention of napkin rash.

It can also be used to treat a wide range of other skin conditions, napkin rash, eczema and bedsores.

There is a strong demand from customers for this product, (we've received hundreds of letters asking "where can we get Sudocrem?") there is strong support available for you.

So don't wait — Display Sudocrem now and cash in on a winner.

Sudocrem
ANTISEPTIC HEALING CREAM

Napkin Rash
Eczema
Bed Sores

activities of a pharmacy to some degree. Any business which has expended substantial sums in purchasing branches over recent years and has borrowed to obtain intangibles such as goodwill could be questioning its decisions if it is now under financial pressure. One lesson of the present situation is that expansion and fluidity must be finely balanced, especially by the smaller concern.

Conclusions

The optimum size of any pharmacy will depend on the goals of the proprietor, whose outstanding strength can be the power to co-ordinate resources, physical and non-physical. Success, financial and other, is not necessarily related to size per se, but rather to how the factors involved are understood and balanced *within* any size of business. ■

US News

Transdermal system for angina

Alza Corporation have requested marketing approval from the US Food and Drug Administration for a transdermal therapeutic system for the treatment of angina.

The product, which administers the glyceryl trinitrate on a rate controlled basis, is a result of the joint development effort between Alza and Ciba-Geigy. After the required approvals are obtained, Ciba-Geigy will market the product worldwide. The system is a small, thin, adhesive film designed to deliver drugs continuously at a controlled rate directly through the skin into the bloodstream. Transderm-V Scopolamine for motion sickness has already been approved for marketing in the US. ■

New beta-lactam

Eli Lilly have developed a cephalosporin-related drug—moxalactam—which is said to create a new generation among the beta-lactam antibiotics.

The antibiotic has activity against a wide range of Gram-positive and Gram negative bacteria including *Pseudomonas*, *Serratia* and *Enterobacter spp.* It has enhanced resistance to beta-lactamase and penetrates into peritoneal and spinal fluid. Marketing approval has been given in Germany and an application for approval is pending with the Food and Drug Administration in America. ■

NEWS EXTRA

Rural pharmacists: draft articles

Preliminary articles of association have been drawn up by the embryo Rural Pharmacist Association: *Membership* is open to any pharmacist who is engaged in or actively considering engaging in rural pharmacy, or pharmacists who show interest in and work for the benefit of rural pharmacy. Membership implies acceptance of such standards of conduct relevant to the Pharmaceutical Society's statement on professional conduct, or may be prescribed by the council on the advice of the association (group). *Objects:* (1) The advancement of the profession of pharmacy in rural areas. (2) The protection of rural pharmacy. (3) To give counsel and advice to rural pharmacy. (4) To give advice to the Council of the Pharmaceutical Society on matters affecting rural pharmacy. (5) To enter into negotiations, where applicable, with the approval of the committee, if it is in the interests of rural pharmacy. *Committee:* The ad hoc committee shall remain in office one year after its acceptance at an inaugural meeting of pharmacists called for that purpose. Thereafter it will be by means of ballot to be decided by the ad hoc committee on a national or regional scheme. Members so elected will remain in office for three years. *Fee:* The annual subscription to membership shall be £10 payable in advance.

The Association organisers are John Davies, MPS, 8 High Street, Wiveliscombe, Taunton, and Mervyn Madge, FPS, 1 Saltburn Road, St Budeaux, Plymouth. The Association is asking to receive copies of any replies from Dr Gerard Vaughan to questions submitted to him from LPCs at the March conference. (See also p931). ■

Levy Decision

The City and East London LPC decided on Tuesday to continue withholding its PSNC levy until, according to Mr Deric Evans, the LPC chairman, "the situation changes to the extent that PSNC involves all contractors in the fight against the government." The LPC is contacting all local MPs. ■

Cheap cameras less popular says Which?

Boots, Halina, Prinz and Zenith cameras proved to be the least popular in a *Which?* survey released this week, with only 13 to 14 per cent of users saying they would buy the same brand again.

Polaroid and Praktica did little better with only 16 to 17 per cent saying they would repurchase, but the report points out that the Polaroid score was dragged down by "peel-apart" models—"much less popular than newer ones using SX-70 film".

Best of the bunch was Nikon with over 60 per cent saying they would definitely buy the same again, closely followed by Canon, Minolta, Olympus and Pentax. The report points out, however, that for many people, changing cameras is likely to involve upgrading, so all cheaper cameras are likely to appear less well liked. Moreover, the more expensive a camera you own, the more limited the choice is of brands available, and the more likely you are to have accessory equipment which is not interchangeable between brands.

With projectors, Voigtlander did well—55 per cent saying they would certainly buy the same brand again. Next popular were Pradovit (49 per cent) and Kodak (36 per cent). Prinz were the least popular with only 11 per cent stating they would buy this make again.

Concerning reliability, *Which?* concludes that the differences shown are not large enough to be a major factor in choice of make.

On servicing, the report says there was no evidence that the type of shop used to buy the equipment affected satisfaction if the equipment was returned to them for repair.

□ In a short survey carried out in this week's *Woman*, 12 "cheap and cheerful" cameras are tested on a professional photographer and an 11 year old child. The test concludes that the most expensive models were not necessarily the best. The overall winner—the Olympus Trip—was cheaper than the also tested Olympus XA2 and Mamiya 135 EF. At the £30 mark, the Kodak Ektralite 400 was considered the best bet. At the bottom end of the market, they write: "If you're looking at the cheapest cameras on the market don't assume you'll get more for your money with the Boots Mini 110; it got our raspberry as the worst we tested". On the two instants tested, the conclusion is that despite producing some "real horrors", with some practice on Polaroid's Bufton (£15), it was possible to get quite good results "that weren't much different to those of the Kodak EK 160 EF (£39.95). ■

Personal opinion: Franchising

George A. Aldrich, a former proprietor pharmacist from Evesham, gives his views on the future of pharmacy in the UK from observations made in many locations in Australia and Canada, both in large and small centres of population.

High noon for pharmacy. Be quicker on the (till) drawer or prepare to leave town. Either make the till drawer open quicker and more frequently or leave town and go to the supermarket-suburbs for successful survival. With competition hotting up in the UK you may have to face this decision within two years or you may want to take the plunge now. So why not think of doing it with the aid of a backer?

After an extensive investigation into pharmacy in Australia, and retail trends in Canada, two facts very clearly emerge that could influence the development of retail outlets here within months rather than years. Fact one: loyalty=royalty=money, emphasises the success of the franchise agent. Fact two: "out of sight does not mean out of mind," illustrates that you do not need a prime High Street site, just one with a large customer flow potential. This can be found for you, if time is precious, by the property department of—you've guessed it—a franchiser.

Ebbing cash flows?

Look at ways, no matter how startling, to increase your gross margins. If the cash flowing into your till isn't making a sufficiently comforting noise turn up the *volume*.

How? Well from the lessons learned overseas, link your business to some one who can supply you at competitive prices and look if necessary for a better trading site. If you have another go-ahead pharmacist down the road—why not combine with him to obtain even larger turnover? Increased volume gives better buying power, larger volume of purchases, larger discounts, more competitive prices for your customers and maybe higher stock levels, but the higher stock levels should be amply compensated by the higher discounts.

The same basic rules also apply to wholesalers—bigger does mean better when it comes to buying terms. If you can buy more and sell more the same rule applies to your wholesaler so why not concentrate on just one. Buying groups succeeded in the past

but being relatively small and inefficient in *real* purchasing terms must have fallen by the wayside.

Let us imagine that you buy from a sizeable national buying group who have your loyal support. This group would possess all the advantages of being able to dictate terms to manufacturers and could become a franchiser with you his agent.

In seeking increased sales volume, you must ask—am I selling from the most cost effective spot? Could trade be better elsewhere and overheads and rates for example, be less? Is there a more suitable site near you? Think about it!

Area potential

'How does a five day week, a halving of responsibility, no locum problems either and an increase in trade appeal to you? Whatever you do, it would be easier and eliminate some of the risk of miscalculation if the choice could be made with advanced knowledge of actual sales potential of the area in question. Information is always available to the large multiples who can pay for it. If you were franchiser-linked, the information would be yours.

Your pharmacy could benefit from always selling the right goods at the right price and from the right place and at the right time. Simple and obvious of course. These factors, of the greatest importance in increasing sales, can be dealt with on your behalf when franchising comes to the UK.

Now what is a franchiser and what functions does he perform? Quite simply a franchiser is a firm to whom you give your unswerving support. In return, come hell or high water, they will give you theirs. Secure in that knowledge, the franchiser can supply and distribute a "predictable" quantity of goods to you at possibly the best terms available to anyone. Thus your chances of success are maximised. He will provide goods for an existing demand, sun-tan preparations in summer, chilblain creams in winter, and stimulate sales with expert and precise promotions on a massive scale. Result: excellent cash flow.

He will deliver to you in carefully

calculated quantities goods to sell at equally carefully calculated prices and at what is estimated to be the moment of highest consumer demand. He ensures national coverage backed by local and national advertising whose impact is reinforced by colourful illustrated handout sheets. These hard hitting and persuasive sales drives are continuous, with different items being advertised at the appropriate time. Results show that the public confronted with this type of national sales drive backed by prominent shop displays, do attract shoppers' attention. They quickly become aware that products sold by pharmacists linked to this particular franchise are always at a highly competitive price and available.

Observant pharmacists will have noted that although you may buy the famous Brand X at say the 50-case rate from your normal wholesaler you can perhaps purchase just one case at the same rate, or even less, from a wholesale grocery supermarket. Why? Distribution cost is the answer, one consignment is delivered and one is collected. Suppose then that your wholesaler delivered to your shop not twice a day but just once week. His overheads would be enormously slashed and some benefit would be passed to you.

Now if you deal mainly with one source, computerised stock figures at last come into their own and their utilisation makes for more efficient buying. Further, your wholesaler, being certain of say 90 per cent of your allegiance can control his stock and purchasing accurately, secure in the knowledge that his calculated sales levels will be met. And equally important, more favourable terms can be wrung from the manufacturers as he can forecast demand.

Modern reality

"Good grief I'd rather die." (financially of course), "than tie myself by contract to one supply source who can then dictate to me." Looking into the future you may well do just that, (go broke) unless you adapt to modern reality. Things are tough and they will become tougher.

To be fair though, such a rejection is understandable. In many cases, however, too many pharmacists are too busy to calculate subjectively next week's trading, let alone next month's. What I am saying is that you would no longer need to give this a second thought. As a franchiser's agent you could confidently allow your wholesaler and his computer to predict the figures for you.

To summarise, the following are required from you by the franchiser:

- ☐ *Loyalty*.
- ☐ *Explicit* compliance with the terms of the agreement.

- ☐ You will need to install a shop fascia bearing the franchiser's name, as well as your own, in his distinguishing colours and conforming to his design specifications.
- ☐ Use the portable data entry system (PDES) supplied, bearing any part of the cost stated.
- ☐ Retail his range of OTC products.
- ☐ Display all notices and distinctive sales aids as requested.
- ☐ Recommend the franchiser's OTC ethicals *yourself* whenever possible.
- ☐ Agree to accept all advertised products in the minimum quantities stipulated for a pharmacy of your turnover at the dates decided by him. (Larger quantities may be supplied at your request but *not* smaller.)
- ☐ Pay his accounts *promptly*.
- ☐ Be prepared to pay delivery charges if you request extra deliveries.
- ☐ Accept the stocking levels in all lines and in quantities verified by computer analysis records.
- ☐ Check your stocks regularly—at the times and in the rotation stated.
- ☐ Stock the shop shelves in the sequence suggested

In return you will receive:

- ☐ *Loyalty*.
- ☐ Usual daily delivery of ethicals.
- ☐ A once-a-week OTC delivery.
- ☐ Portable data entry system facilities
- ☐ Phone service for daily ethical delivery.
- ☐ Special inquiries phone for up-to-date information on ethicals.
- ☐ Phone service—especially for the purpose of dealing with invoice queries relating to errors in delivery, pack size, missing items, incorrect invoice extensions and so on.
- ☐ Special counter where urgent drugs ordered by phone can be collected.
- ☐ The services of a special stock inquiry office to tell you—if a line is stocked, if it is in stock, if not when it can be expected, and where it can be obtained from in cases of shortage or restricted distribution.
- ☐ Special buys. Information on special items not usually stocked.
- ☐ A news bulletin giving general information on trends and products.
- ☐ A locum service.
- ☐ Aid for agents wishing to dispose of businesses.
- ☐ Aid for pharmacist wishing to acquire businesses—information only.
- ☐ Details of latest types of shop fittings—and merchandising techniques.
- ☐ Maintain contact for you with the supply depot so that you can be kept in the picture and can acquaint the franchiser of your ideas and problems by regular, but not too regular, calls from trained reps.
- ☐ Their computer to store patient profiles.

All these benefits enabling you to increase your profitability could be yours *if* you are *totally loyal* to an organisation which would be *totally loyal* to you. This is the essence of
Chemist & Druggist 16 May 1981

franchising which operates with great success in many trades giving small firms the ability to compete.

Will franchising come to pharmacy in the UK? I feel it must. And as fortune usually smiles on the brave, those involved first should reap the greatest rewards. Where can you sign on and to whom can you attach your allegiance? Unfortunately with no one at this particular moment—but demand always stimulates supply.

Who could supply and deliver at the lowest possible price to the pharmacy? Manufacturers could obviously sell at the best price but they have no means of distribution and no wholesale facilities. Wholesalers can distribute nationally but they do not as a rule manufacture the highly specialised range of drugs and galenicals that are demanded.

This leaves two combinations—An already established manufacturer with spare capacity to produce a wide range of pharmaceuticals, hair sprays, toothpaste etc, with an efficient wholesaling division and national distribution. A combination of a national wholesaler with PDES, a first rate tablet manufacturer and firm producing galenicals and sterile products. At the right price of course and with a wide range of OTC lines contracted out.

Smooth-running firms fulfilling these conditions exist. Why aren't approaches made to suitable firms to ascertain if they find these ideas attractive? I am sure that they would. Don't be gunned down in the High Street price war. Find yourself some high calibre support and threaten the rivals of pharmacy for a change.

DERMIDEX

SKIN MEDICINE

Two important developments for this highly successful new product:

- * A substantial advertising push with £150,000 spend in May, June and July.
- * An additional smaller pack size (30 g) to attract new users.

Although only launched in mid 1979, Dermidex Skin Medicine has quickly established consumer preference and loyalty. Treating as it does — effectively and quickly — a whole range of skin problems, we already have countless testimonials indicating its wide-ranging efficacy and ease of use compared with previously tried alternatives.

Our advertising, which had already proved immensely successful, is now to receive a major expenditure allocation during the coming 3 months with a spend of £150,000 during May, June and July — months when skin problems are particularly prevalent.

In addition, we have now introduced a 30 g size at only 71p, as a trial pack for first time users drawn by our heavy advertising.



- * The new 30 g size is available now from your wholesaler or direct from us (Trade Price: £0.4116 excluding V.A.T.). Usual discounts apply.
- * Please check your 50 g stocks to ensure adequate supplies for substantial increases in demand.

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Government to seek delay on parallel import directive

The Government believes that a proposed directive which would facilitate parallel importing (*C&D*, April 14, p651) should be delayed until the European Community Commission has investigated price structures and harmonisation of manufacturing standards.

"This view will be put forward in European Community discussions in the hope that it will find a measure of acceptance among other member states and the Commission," Lord Cullen of Ashbourne assured the House of Lords last week. "However, if the general Community view is to proceed with a directive, then we would not wish to withhold our co-operation."

The Government would then aim to modify the directive so that only the

regulatory authorities, rather than the parallel importer, were entitled to the confidential information necessary for registration in a member state.

"We should seek to secure adequate control of the parallel importer and of the products he imports in much the same way as any other licensed manufacturer or wholesaler of medicinal products, without creating cumbersome and expensive administrative machinery and without imposing unreasonable requirements on the original licence holder," he added.

Earlier speakers had complained that the proposed new directive favoured parallel importers to the detriment of the manufacturers. ■

Long-term outlook at Warner Lambert

Warner Lambert say 1980 was a pivotal year for the company, in the implementation of long term strategy and the achievement of 1980 operating goals at a time of economic instability.

Financial results for 1980 showed a marked improvement in pre-tax income at \$330.8 million (\$233.2m) on sales up some 8 per cent to \$3,500m (\$3,217m). Sales outside the US were particularly encouraging showing a 13 per cent increase. But results for the first quarter of 1981 have reversed, and a net loss of \$60.7m was recorded, on sales up 6 per cent to \$840.1m. However, the company's financial position remains strong as the loss can be attributed to non-recurring pre-tax charges of \$194.8m for the restructuring and sale of certain operations, including American Optical vision care, and the phasing out of a consumer products plant.

The primary commitment in the company's "strategic plan" is to strengthen basic business, which in practice removes Warner Lambert from markets which are not providing the desired growth rate, and expands their activities in non-pharmaceutical, high technology health care markets.

Pharmaceutical R&D efforts have been reorganised "to aim at major new compounds". The antiarthritic, Meclomen, introduced in the US in

mid-1980, is so far proving successful and a second generation antiarthritic, isoxicam, "looks encouraging in advanced clinical studies".

Considerable R&D attention is being placed on Lopid, a lipid regulator, and C1-879, a cognition activator intended to serve as a memory enhancer in the aged. The "trend towards self medication" is also encouraging work on non-prescription products.

During 1980 the company strengthened its position as a leading supplier of gelatine capsules, with the completion of a \$5m soft gelatin manufacturing facility in Germany for supplying EEC countries. ■

New Polaroid system

Polaroid plan to introduce a new amateur photographic system that includes instant cameras—which they say has some entirely new features—and new integral self-developing colour films and batteries to provide built-in power for the system.

William J. McCune, Jr, president and chief executive officer, told stockholders at the company's annual meeting that details of the new system will be announced at the end of May. He said Polaroid had been developing it "for several years" and told stockholders that instant photography for the amateur user continues to be the major source of Polaroid's revenue. ■

R. H. Cole optimistic despite losses

R. H. Cole Ltd have reported a £292,000 loss for 1980, on a turnover down to £24.7 million from £28.2m. This compares with a £681,000 profit in 1979 and the company says its interests serving the plastic and chemical industries were particularly hard hit.

However, taxed profits stand at £575,000 (£297,000) due to the release of £585,000 to reserves from deferred taxation provisions made in previous years. The sale of the data communication business has also improved the company's liquidity as most of the £1.4m consideration has now been received.

Productivity improvements and economies made during 1980 make the company optimistic, despite the setbacks experienced last year. ■

Novo continue growth

The Dutch based Novo Group continued their growth pattern in 1980 resulting in sales of \$262 million against \$212m in 1979, a 24 per cent increase (figures in US dollars). Sales outside Denmark amounted to 97 per cent of the total. Pre-tax income was up 15 per cent to \$40m.

Novo say their pharmaceutical division has experienced favourable growth, with sales up 15 per cent, to \$127m, for preparations plus bulk, and 25 per cent for preparations—to \$121m. The enzymes division's sales have grown considerably, up 32 per cent to \$128m.

As a capital intensive, research based company characterised by long product development cycles, the company says results for any given year cannot be attributed to any special effort during that year. The significantly improved results for 1980 should, consequently, not lead to unrealistic expectations for 1981. ■

BAT stay ahead

Despite depressed trading in the UK and Europe, BAT Industries maintained pre-tax profits of £479 million (£481m) on turnover up 6 per cent at £7,645m (£7,228m). Improved results in North America and Asia particularly helped results.

The group's cosmetic interests—which include Lenthéric, Germain Monteil, Morny Yardley, Cyclax—all showed "significant improvements" in trading profit, except Germain Monteil, Europe. ■

More Business News overleaf

A teething baby needs more than a little myrrh

The pain and discomfort of teething is surely enough for a six-month old baby, without him having to put up with other unpleasant side-effects.

Which is why we include a number of rather special ingredients in Dentinox teething gel.

Tincture of myrrh, for instance, is included to correct excessive salivation—a particularly common problem for teething babies. Chamomile tincture helps to reduce inflammation of the troubled gums. And cetylpyridinium chloride lessens the danger of any infection developing.

Our first priority though, is to relieve the pain swiftly and safely. Which is why we include lignocaine hydrochloride. And we make sure that all the ingredients are included at a level that avoids any danger of overdosage. Even if the baby were to swallow the contents of a whole tube accidentally.

So next time a mother of a teething baby comes to you for advice, remember Dentinox. It's specially formulated for babies.

For copies of our clinics poster, mother's leaflet and samples of Dentinox gel, contact D.D.D. Ltd., 94 Rickmansworth Road, Watford, Herts WD1 7JJ.



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Du Pont quit London for new head office

Du Pont (UK) Ltd are moving their administrative and certain sales operations from Du Pont House, in London, to a £7 million purpose-built office and customer service and electronic materials manufacturing facility at Wedgwood Way in Stevenage, Herts SG1 4QN. The new buildings will house more than 300

people; telephone (0438) 734000; telex 825591.

The location will provide facilities for the centralisation of corporate services from the London office, with various photo products department operations from St Neots, instrument products division from Hitchin, Berg Electronics from Tring and electronic materials department from Hemel Hempstead. It will also become the base for the marketing activities of the biochemicals, petrochemicals and fabrics and finishes departments. The manufacturing and warehousing activities of photo products department will remain at St Neots.

The London office will close on May 18, and the Altrincham office on June 29. ■

Internal 'cash flow' system installed

DD Lamson's cash conveying systems are now making their appearance in smaller retail outlets. At a cost of around £3,000, Viva in Hoxton, one of a chain of drug stores, is to install a Newton system to convey cash from three checkouts to a secure area on the premises.

The cashier puts banknotes into a flexible wallet which is then posted through a "letter-box" terminal at the till. The wallet is then sucked along the tube at six metres a second, allowing till clearing continuously during the day.

The company says the recently launched Newton system has the

unique feature of a tube rectangular in section: "This enables it to take corners at almost right angles thus saving considerable space".

The Gosport based firm has also installed a 1,000m automatic tube system for BP Chemicals to carry chemical samples from processing areas to the central laboratory for quality control. The installation at Barry, South Wales, cost some £40,000. ■

Three members of the United Pharmacists Co-operative Society of Dublin recently spent a day studying Unichem's operational development. They toured the company's head office at Morden, Surrey and then Walthamstow branch. Pictured from left with one of the VDU sales staff are: Paul Cullen, project consultant; Jim Anderson, financial controller; Ollie Sanders, Unichem regional manager, and Kevin Mullen, systems manager



Newey Goodman sell hair care range

Newey Goodman Ltd have sold their hair care activities to Laughton & Sons Ltd who now take over the manufacture and distribution of the "red card" range (see p937).

Newey say the sale has the primary objective of ensuring that the company develops and expands its haberdashery lines and the resources released by the sale will enable them to "redeploy and modernise" their activities in the haberdashery and fastening field, which will be operated from one factory. Hairgrips will continue to be available from Newey on turquoise coloured cards. ■

Richardson-Vicks go for OTC

Cough products and other OTC drugs are to get "a lot of attention" from Richardson-Vicks in the future according to a US report published by International Resource Development.

With the sale of Merrell complete, IRD say the company will have substantially more resources to devote to profitable consumer packaged goods. An acquisition is also forecast, "possibly of a small, hair care company".

The report also talks of Richardson's move into the Japanese market with their advertising campaign for minor throat ailments. IRD say the cough as we know it was a non-existent concept in the country until the company introduced the "Ahem bug" in a campaign for cough drops. ■

Small design award

A design award for small firms has been initiated by the Design Council and is open to all independent British companies employing fewer than 25 people or with a turnover under £2 million. Prizes are worth £10,000 and it will be sponsored by Mobil Oil. ■

ZERO Thru

Dow—'most profitable in the world'

Despite global economic conditions, Dow Chemical Co last year had record sales and earnings and became the world's most profitable chemical company, according to Mr Paul F. Oreffice, president and chief executive officer.

Writing to Dow stockholders in the company's annual report, Mr Oreffice noted that profits totalled \$805 million and sales exceeded \$10.6 billion. While inflation and price increases have contributed to the company's sales in terms of dollars, the growth in actual production "has also been substantial."

The company has also reported improved first quarter sales, but lower profits. Sales were \$2,900m (\$2,810) and earnings \$1.29m (\$2.31m). The company says it never expected to match the first quarter of 1980, which was particularly good, but business conditions were also disappointing, particularly in Europe. ■

ICI data service

ICI's pharmaceutical division are launching a medical product data service on Prestel which will be available only to members of the "medical and allied professions".

The company have been on Prestel for some time, but only for background information on the company and product categories. ICI say pharmacists may obtain the confidential number from their representatives, or alternatively from Mrs P. A. Walker at the pharmaceuticals division—telephone (0625) 582828 ext 1670. ■

USDAW conference

The Union of Shop, Distributive and Allied Workers has reaffirmed its opposition to any extension of Sunday trading, but a more flexible approach has been outlined to opening hours during the week, at the union's conference in Blackpool recently. ■

APPOINTMENTS

■ Unichem Ltd:

Godfrey Raivid, MPS, will be proposed for election as a director by the board at the annual meeting on June 4. The vacancy among the eight non-executive directors on the Board will arise because Victor Hammond will not seek re-election as there has been no change in the non-executive members of the board for some time.

Mr Raivid has been an active member of Unichem's London north regional committee for nearly six years. After qualifying in 1954, he worked in several pharmacies before joining Schering Chemicals. Where he rose to the post of London area manager. Mr Raivid said he was "really honoured" to be approached, "as I believe that Unichem is vital to the future of independent pharmacy". Some six months ago he developed a printer—which Unichem are now manufacturing—to complement the PROSPER terminal.

■ **Ashe Laboratories Ltd:** Mr Tony Grayling has been promoted to group product manager. He joined Ashe in 1976 and became a product manager in 1978.



Briefly

■ **Beecham Group Ltd** plan to spend £439,000 modernising their laboratory complex in Clarendon Road, Worthing.

■ **Allen Cooling Machines Ltd** are moving to a new 4,000sq ft factory at Queens Road, Barnet, Herts; Telephone: 01-441 3525.

■ **May and Baker** are seeking planning approval to build a pharmaceutical production building of 4,000 sq m at Rainham Road, South Dagenham.

■ **Ciba-Geigy UK Ltd's** agrochemical division at Whittlesford, Cambridgeshire has awarded a £2.3m building contract for construction of a warehouse and administrative block.

■ E. Merck Ltd and BDH

Pharmaceuticals Ltd: Dr P. Holland has been appointed medical director.

■ **Revlon International Co:** Mr Mike Taylor is appointed sales director, Revlon UK. His most recent appointment was as general manager of the franchise fragrances division.

■ **Scholl (UK) Ltd:** Mr Mike Steinle has been appointed divisional manager, sales and marketing and will assume overall responsibility for all sales and marketing activities.

Mike Steinle joined Scholl in 1975 and has previously held the positions of group product manager, foot care, and more recently marketing manager.

■ **Wyeth Laboratories:** The following changes have been announced in the ethical division: Mr Ron Bridle has been promoted to regional sales manager for NW London, Home counties, east Midlands; Mr Philip Goding to national sales training manager and Mr Graham Redgrave has been appointed to the new role of marketing manager (planning). Mr Redgrave was previously with Pfizer.

■ **Lilly Industries Ltd:** Mr G. J. Osborn, who has been in charge of the Basingstoke factory since early last year has transferred to Lilly European operations as financial director. He is succeeded as director of manufacturing operations at Basingstoke by Mr P. Granadillo who has been director, European production co-ordinator, since June 1980. Mr H. B. Hays is transferring from Indianapolis to London as financial director, UK.

■ **Laleham Packers Ltd** have recently installed a new blister packing facility, increased their floor space and expanded their manufacturing capability. A brochure giving details of their activities is also now available.

■ **Boots Co Ltd** are starting work on phase one of the three stage development of refurbishing and extending their store at Sidney Street, Petty Cury, Cambridge. Work has also started on the £1.9m construction of a processing plant with factory building, computer room, amenity block, laboratory and offices at Cramlington, Northumberland. Approval is also being sought for a £1.3m extension to their store at High Street, Perth, Scotland.

Jaway Panttees



FREE!

For further information and Free sample contact:

Sales Office,
Brillo Manufacturing Co.
of Great Britain Ltd.,
Clivemont Road,
Cordwallis Trading Estate,
Maidenhead, Berks.
Tel: (0628) 29245.

Dollar hits prices

London, May 12: The rising value of the US dollar against other major currencies, including sterling, brought about by the high prime lending rate in the US, pushed up the prices of a number of essential oils and crude drugs during the past week.

In essential oils a feature was the steep rise in patchouli which was dearer by about £2 kg although the currency situation was only accountable for part of that rise. Higher also were camphor white, citronella spot, peppermint (*arvensis*), sassafras. Chinese spearmint and vetiver.

Chinese menthol was also marked up. Among botanicals Peru balsam, cascara, hydrastis, lobelia and senega were dearer. Spices were unchanged.

Pharmaceutical chemicals

Acetic acid: 4-ton lots, per metric ton delivered—glacial BPC £376, 99.5 per cent £359, 80 per cent grade pure £327; technical £306.
Adrenaline: (per g) 1 kg lots base £0.35; acid tartrate £0.30.
Calcium ascorbate: £5.77 kg in 25-kg pack.
Calcium carbonate: Precipitated BP £270 metric ton delivered UK.
Calcium chloride: BP anhydrous 96/98% £1.21 kg in 50-kg lots of powder; £1.23 hexahydrate crystals BP 1968 £0.95.
Calcium gluconate: £1.960 per metric ton.
Calcium lactate: 100-kg lots £1.37 kg.
Calcium pantothenate: £7.26 kg in 25-kg lots.
Carbazochrome: technical £60 kg; sodium sulphonate £105 kg.
Carbon tetrachloride: BP 5-ton lots in 290-kg drums £305 per metric ton.
Carotene: Beta—10% £27.50 kg (5-kg lots); 20% suspension £36.30 kg (5-kg).
Magnesium carbonate: BP per metric ton—heavy £740-£745; light £640.
Magnesium chloride: BP crystals £1.05 kg for 50-kg lots.
Magnesium dihydrogen phosphate: Pure £2.45 kg in 50-kg lots.
Magnesium hydroxide: (metric ton) BPC light £1,800; 28 per cent paste £550.
Magnesium oxide: BP per metric ton, heavy £1,700 light £1,800.
Magnesium sulphate: BP £147.10-£150 metric ton; commercial from £118.50; exsiccated £310.60.
Magnesium trisilicate: £0.70 kg in minimum 1,000-kg lots.
Opiates: (£ per kg) in 1-kg lots; subject to Misuse of Drugs Regulations—Codeine alkaloid £600-£604 as to make; hydrochloride £520; Phosphate £460.50-£462; sulphate £520. Diamorphine alkaloid £821; hydrochloride £748. Ethylmorphine hydrochloride £585.50-£591. Morphine alkaloid £667-£668; hydrochloride and sulphate £544-£545.
Oxalic acid: Recrystallised £1.39 kg for 50-kg lots.
Paracetamol: (Per kg) 50-ton contracts from £3.22; 10-ton £3.30 Premium for d/c £0.35 kg.
Papaveretum: £390 kg; 5-kg lots £355 kg. Subject to Misuse of Drugs Regulations.
Paraffin liquid: BP £0.667 litre on 210-litre drums; light BPC 1963 £0.594; Technical white oil WA23 £0.582; WA21 £0.611.
Pentobarbitone: Less than 100-kg £25.67 kg; sodium £27.27.
Pethidine hydrochloride: Less than 10-kg lots £59.55 kg. Subject to Misuse of Drugs Regulations.
Petroleum jelly: BP soft white grade 54 £481 metric ton delivered UK in 170-kg drums; yellow BP in grade 60 £481 in 174 kg drums.
Potassium ammonium tartrate: £2.76 kg in 50-kg lots.
Potassium bitartrate: £1.050 per metric ton.
Potassium citrate: Granular £1.069 per metric ton. 5-ton contracts £1.063 ton.
Potassium diphosphate: in 50-kg lots, granular £2.279 kg; powder £1.9928.
Potassium hydroxide: Pellets BP 1963 in 50-kg lots £1.978 metric ton, sticks not offered; technical flakes £696.50.
Potassium nitrate: Recrystallised £1.29 for 50-kg drums.
Potassium phosphate: monobasic BPC 1949. £1.50 kg in 50-kg lots.
Pyridoxine: £18.70 kg for 20-kg lots.

Vitamin A: (per kg) acetate powder ½ miu per g £12.65 (5 kg lots); palmitate oily concentrate 1 miu per g £15.40 (5-kg); water miscible £4.34 litre (6-litre pack).
Vitamin D2: Type 850 £45.10; type 80 £4.70 kg (25-kg lots).
Vitamin K: £5.40 kg.

Crude drugs

Balsams (kg) Canada: Easier at £12, on the spot; shipment £11.90, cif. **Copaiba:** unquoted. **Peru:** £9.60 spot, £9.40 cif. **Tolu:** £6 spot.
Belladonna: herb £1.13½ kg spot; no cif; leaves £1.15 kg; root £1.34½ kg spot.
Benzoin: £179 cwt, cif.
Camphor: Natural powder £8 kg spot; £8.80, cif. Synthetic 96% to £1.28 spot; cif unquoted.
Cardamoms: Alleppy green £4.50 kg, cif.
Cascara: £1,280 metric ton spot; £1,260, cif.
Cherry bark: Spot £1,280 metric ton; shipment £1,240, cif.
Henbane: Niger £905; metric ton spot; £910, cif.
Honey: (per metric ton in 6-cwt drums ex warehouse). Australian light and medium ambers £690-£720 Canadian £800; Mexican £580; Argentinian (white) £680.
Hydrastis: Spot £29.40 kg; £29, cif.
Ipecacuanha: Matto Grosso no offers; Costa Rican £33 kg cif.
Jalap: Unquoted.
Kola nuts: £430 metric ton spot; £370, cif.
Lanolin: BP grade £1.05 kg in 1 metric ton lots.
Lemon peel: Spot no offers; Shipment £2,005.
Liquorice: Root, no spot; £600 metric ton, cif. Block juice £1,400 metric ton spot, metric ton, cif.
Lobelia: European, no spot; £5.55 kg, cif.
Mace: Grenada unsorted £2,750 metric ton, fob.
Menthol: (kg) Brazilian £5.75 spot £5.90, cif. Chinese £5.25 spot; £5.45, cif.
Nux vomica: No offers.
Pepper: (metric ton) Sarawak black £750 spot, £1,400 cif; white £1,000 spot; £2,025, cif.
Podophyllum: Unquoted.
Nutmeg: (per metric ton fob) Grenada 80s \$3,200 sound unassorted \$2,950 110's \$3,050, defectives \$2,000.
Senega: Canadian £9.45 kg spot; £9.15, cif.
Turmeric: Madras finger £350 metric ton spot; £260, cif.
Valerian: Dutch No offers spot; £1,500 metric ton, cif. Indian £1,170 spot; £1,140, cif.
Witchazel leaves: £2.75 kg spot; £2.70, cif both nominal.

Essential oils

Almond: Sweet in 1-ton lots £1.50 kg duty paid.
Anise: (kg) Spot £12.40; shipment £11.80, cif.
Bay: West Indian £10 kg spot; £9.90, cif.
Bergamot: From £35 to £40 kg spot.
Bois de rose: £7.50 kg spot; £7.25, cif.
Buchu: South African £115 per kg spot; English—distilled £170.
Cade: Spanish £1.70 kg spot.
Camphor: White £0.95 kg spot; £0.92, cif.
Cananga: Indonesia £13.50 kg spot; £12.90, cif.
Cardamom: English-distilled £185 kg. £165 Indian £60-£120.
Cassia: Chinese £54 kg spot; £53, cif.
Cedarwood: Chinese £1.47 kg spot and £1.32, cif.
Cinnamon: Ceylon leaf £2.65 kg spot; £2.42, cif; bark: English-distilled, £155.
Citronella: Ceylon £3.50 kg spot; £3.10, cif. Chinese £3.40 nominal spot; £3.25, cif.
Clove: Indonesian leaf £1.60 kg spot; £1.55, cif. English distilled bud £45.
Fennel: Spanish sweet £8 kg spot.
Ginger: Chinese £21.50 kg spot nominal; £20.10, cif. English-distilled (ex W. African root) £70; ex Indian £40.
Eucalyptus: Chinese £2.10 kg spot; £2, cif; Portuguese £1.80, cif.
Geranium: Bourbon £41.75 kg spot; £39.50, cif.
Lavender spike: £13 kg.
Lemongrass: Cochin £4.50 spot; £4.20, cif.
Lemon: Sicilian best grades from £23-£25 kg in drum lots.
Lime: West Indian £15 kg spot.
Mandarin: £27 kg spot.
Nutmeg: East Indian £7.35 kg spot; £7.50, cif. English distilled £15.
Peppermint: (kg) *Arvensis*—Brazilian £5.35 spot; £5.35, cif. Chinese £3.30 spot and cif. American piperata £10.
Petitgrain: Paraguay £8.75 kg spot; and cif.
Palmarosa: £12.50 kg spot; £12.50, cif.
Patchouli: Indonesia £16 kg spot; £15.50, cif.
Pennyroyal: From £7.85 per kg spot.
Pepper: English-distilled ex black £120 kg.
Rosemary: Moroccan £6.80 kg spot; Spanish £7.50.
Sandalwood: Spot Mysore £47.50 kg East Indian £45 spot.
Sassafras: Brazilian £2.40 kg spot £2.30, kg, cif.
Spearmint: Chinese £8.50 kg spot; £7.50, cif. American £9.50, cif, spot.
Thyme: Red £45-50% £15 kg spot; 50-55% £17.
Vetiver: Java £11.50 kg spot; £11, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

A PET for everyone

The second International Commodore PET Microcomputer show will be held at the West Centre Hotel, London on June 18, 19 and 20. This year over 100 exhibitors are expected.

The 1981 "PET show" is organised by Baroness International, Commodore's PR agency who conservatively estimate a visitor attendance in excess of 10,000.

The show is open to the public from 1 pm to 7 pm on Thursday, June 18, 10 am to 7 pm on June 19 and 10 am to 5 pm on Saturday June 20. Visitors will see some 300 PET computers demonstrating different applications for all types of activity.

There are over 40,000 installations of PET systems in the UK, only three years since the PET series was introduced onto the UK market. The total figure of installations in Europe, excluding the UK, is estimated at over 100,000 and with this number of PET's in use throughout Europe, the amount of software and hardware development is continually growing.

Further details from Baroness International Public Relations, 1-3 Old Compton Street, London W1, 01-734 2907.

Monday, May 18

Mid-Glamorgan East Branch, Pharmaceutical Society, Hawthorn leisure centre, Pontypridd, at 8 pm. Annual meeting.
North Metropolitan Branch, Pharmaceutical Society, Coram lecture theatre, School of Pharmacy, Brunswick Square, London WC1, at 8 pm. Annual meeting. Cheese and wine.
London Branch, Retail Pharmacy Guild/ASTMS, Board room, main building, National Hospital, Queen Square, London WC1, at 7.30 pm.

Tuesday, May 19

Bromley Branch, Pharmaceutical Society, Bromley Hospital nurses home. Annual meeting
South East Region, Pharmaceutical Society, Boots Ltd, Crawley, at 8 pm. Mrs M. A. Sutcliffe on "The drug treatment of hypertension".

Wednesday, May 20

Dundee and Eastern Scottish Branch, Pharmaceutical Society, Theatre evening.
Sheffield Branch, Pharmaceutical Society, Lecture theatre, Faculty of Medicine, Beechill Road, Sheffield, at 8 pm. Dr Horace Dodds on "Ride a wild dolphin". Joint meeting with local BMA, BDA and optical associations.
Dundee and Eastern Scottish Branch, Pharmaceutical Society, Pitlochry festival theatre, at 8 pm. "Liberty Hall".

Thursday, May 21

Birmingham Branch, Pharmaceutical Society, Seventh floor, senior common room, University of Aston, at 8 pm. Annual meeting. Guest speaker Mr E. J. Downing, assistant secretary, NPA.

Advance Information

Pharmaceuticals and Cosmetics Manufacturing Expo-Europa 1981, Midland Hotel, Manchester, June 16-18 and Hotel Zurich, June 23-25. Three day seminar-workshop on "The US food and drug administration mandatory requirements".
Royal Society of Chemistry, National Institute for Biological Standards and Control, Holly Hill, Hampstead NW3, Tuesday, June 2, at 2.15 pm. Meeting of the Biological Methods Group and discussion on "The validation of steam sterilisation".

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Post to Classified
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Druggist, 25 New Street
Square, London EC4A 3JA.
Telephone 01-353 3212.

**Ring John Magee or Mark
Jonas for further
information on extension
198.**

Publication date Every
Saturday
Headings All advertisements
appear under appropriate
headings.
Copy date 4pm Tuesday prior
to publication date.
Circulation ABC
January/December 1979
17,330.

Display/Semi Display £7.50
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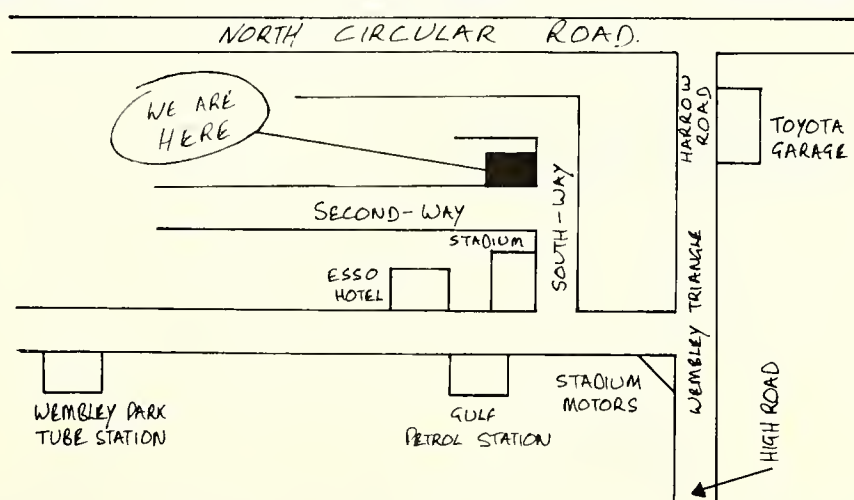
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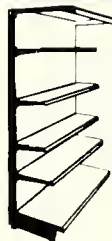
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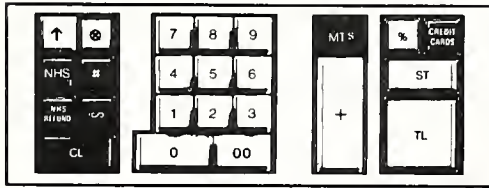
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